MODERN RUG & CARPET MAGIC

by

Olson

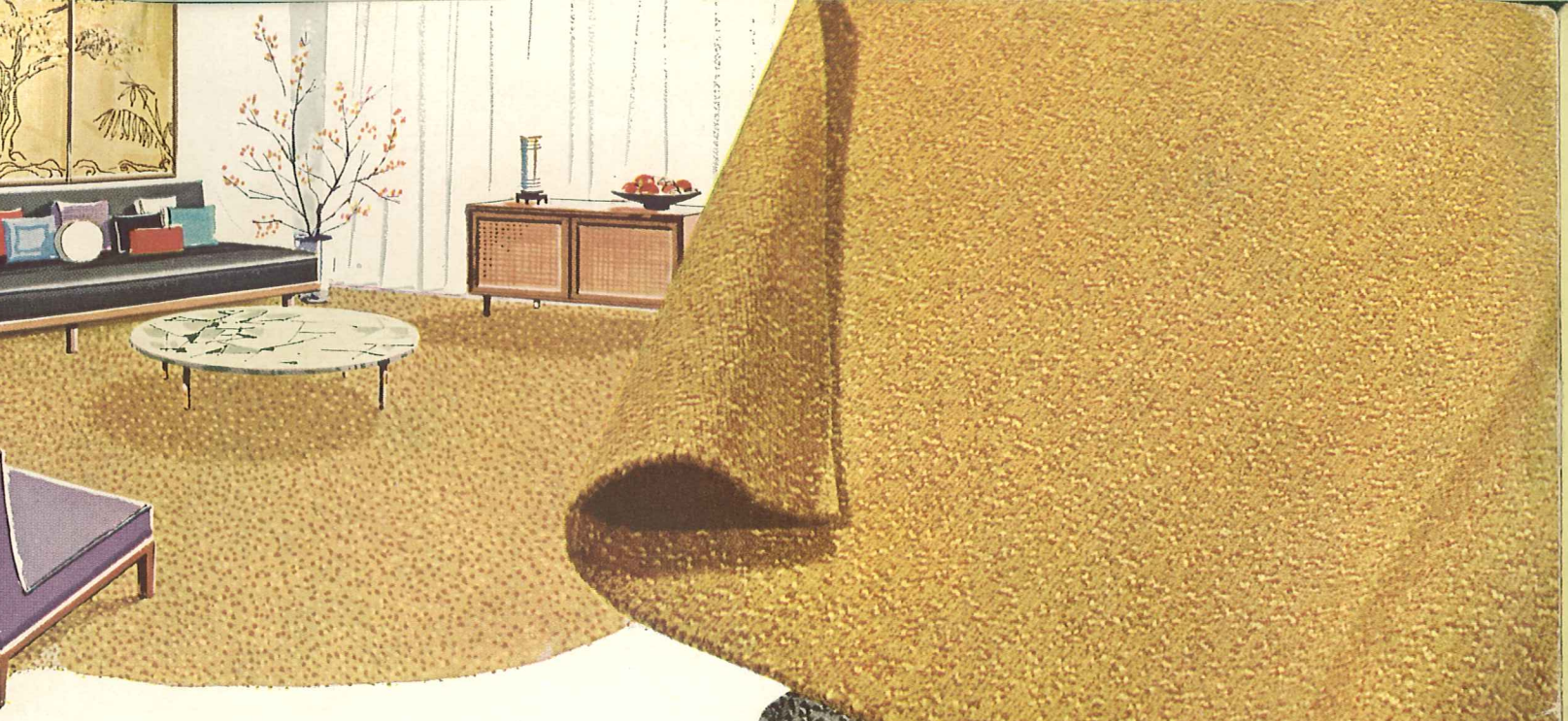
Send Us
Your Old Rugs,
Carpets, Clothing, etc.

YOU SAVE UP TO ½

Factory-to-you!



America's Greatest Rug and Carpet Values!



"HOME Comes FIRST"

Number 5661A

Golden Tweed
Modern as Tomorrow!

PICTURE a beautiful, new, Olson *luxury* Broadloom in Your living room—any room. A Seamless, Reversible, "2 in 1" rug with Double underfoot luxury.

Here is the new Golden Tweed so many decorators are using today. This beautiful Olson Broadloom will transform dull rooms into lovely, sunny, up-to-date settings. Like all Olson Rugs, it is woven Seamless and Reversible for double wear and luxury. Your old carpets, rugs and clothing will help to save up to ½ your rug money. You risk nothing by a trial.

For SIZES and PRICES
See Pages 4 and 5, Column A

Number 8761A

Popular New Tweed
Ultra Smart! Practical!

WOVEN in shades of black, white and grey for those who want something up-to-date and different. A wonderful tweed that appeals to the fashionwise. Here is a deep-textured broadloom that will take a lot of wear without showing footmarks, soil or shading, with the same deep, luxurious texture on both sides for double wear and extra luxury. Let Olson Rug Magic and Your Old Materials Save You up to ½.

For SIZES and PRICES
See Pages 4 and 5, Column A



Copyright 1957 Olson Rug Co.



I INVITE YOU...to Send us a Bundle of Your Old Carpets, Rugs, Clothing, etc., and I GUARANTEE...to Send You the Finest, Most Luxurious, Longest-Wearing REVERSIBLE Carpets or Rugs You Ever Had for So Little Money. You Risk Nothing by a Trial!

Walter E. Olson Pres.

EASY MONTHLY PAYMENTS
If You Wish!
Use Special Order Blank on Last Page

CHICAGO – NEW YORK – SAN FRANCISCO – LOS ANGELES – WASHINGTON, D.C. – MINNEAPOLIS – MILWAUKEE – DETROIT – CLEVELAND

Smart Homemakers Won't Let Good Materials Go To Waste!

From Walter E. Olson
President, Olson Rug Co.

It is a pleasure to send you this latest Olson Rug Book . . which you requested. Due to the world-wide scarcity and the high cost of new rug wools, the money-saving Olson plan of using the valuable wools and other materials in your old rugs, carpets, clothing, now deserves greater consideration than ever.

Here is THRILLING, TIMELY ECONOMY — an easy way to SAVE UP TO 50 CENTS OF EVERY DOLLAR — a sensible plan for increasing the comfort and beauty of American homes that has won the enthusiastic approval of over THREE MILLION CUSTOMERS, including a former "First Lady of the Land," a President's daughter, prominent club women, interior decorators, magazine editors, radio homemakers and thrifty women from every state in the Union.

IT'S FASCINATING...TRY IT...I PROMISE A PLEASANT SURPRISE

I am sure YOU, too, will find it FASCINATING to send away a bundle of worn carpets, rugs, clothing and other materials — and in return receive luxurious Reversible Rugs that will win the praise of your family and friends. I invite YOU to try it. I promise a PLEASANT SURPRISE.

— If, after a FULL WEEK'S TRIAL IN YOUR HOME, you are not delighted with your new Olson Rugs, you may SEND THEM BACK AT OUR EXPENSE, and we will refund your money and pay for your materials.

MOST RUGS COMPLETED IN LESS THAN A WEEK

Within a week we can make beautiful Olson Rugs in our 193 Regular Sizes in your choice of any of the fashionable new colors or designs shown in this (OVER)

EXTRA THICK!
Olson Reversible Broadloom is almost ½ inch thick . . . double the underfoot luxury-and double the wear.

"Wear Like Iron"
Wonderful, deep, twist-weave Texture resists footmarks, crushing, soiling, shading. Customers say "Olson Rugs Wear Like Iron."

"2 RUGS IN 1"
REVERSIBLE for long years of wear. When one side is worn, turn it over . . . there's a new rug on the other side. That's *economy!*

No Waste, No Seams
Only Olson has looms for each foot in width up to 18 feet wide. Others must cut from 9, 12 or 15 foot widths. Think of the waste.

EXTRA HEAVY!
Every Olson Carpet and Rug weighs more than 3¾ pounds to every square yard. That's *quality* at big savings.

catalog. Special Sizes and Cut-Outs require a few days longer.

Olson Rugs are not ordinary one-sided rugs, but beautiful, deep-textured, seamless, REVERSIBLE BROADLOOM rugs that can be used on BOTH SIDES — rugs that WEAR LONGER — that are EASY TO CLEAN — that cling close and firm to the floor — and give so much more luxury underfoot that there is no need to spend extra money for rug pads.

REMEMBER: that in addition to the number of pounds of old materials required, we add a liberal amount of choice, NEW WOOLS, at no extra charge to you, to make sure you get extra heavy, full-bodied, reversible rugs that measure up to our highest standard of quality.

Every fiber is thoroughly dyed before weaving. Colors and patterns go all the way through the pile on "both sides" and will remain for years and years throughout the life of the rug.

FOR BEAUTY, DURABILITY AND LUXURY, THERE IS NO SATISFACTORY SUBSTITUTE FOR "WOVEN WOOL PILE RUGS"

There is from 1/2 to 1/3 more material in Olson Rugs than in store rugs anywhere near the price. Only in expensive rugs that sell for much higher prices, can they afford to use so much wool. And, of course, the amount of material in a rug largely determines its price, its luxury underfoot and its wearing qualities.

Please Remember This: - Olson Rugs are heavier, deeper-textured Reversible "2 in 1" Rugs that will give you double-luxury and double-wear. Example: a 9 x 12 foot Olson Rug weighs 46 pounds, not 30 or 35 pounds.

FACTORY-TO-YOU! YOU CAN'T GET OLSON RUGS IN STORES

As a result of far-reaching improvements in the manufacture of Olson Rugs, you will find many refinements — firmer weave — richer colors and designs — more body.

Though the color photographs in this book are reproduced by the finest printing processes known — I GUARANTEE THAT THE RUGS WE SEND YOU WILL BE EVEN RICHER IN CHARACTER. It is impossible to convey on paper the lovely, rich colors, the luxurious depth of texture and the charming beauty of the actual rugs. Widely different colors and designs — but all the same fine quality.

"ARE MY MATERIALS GOOD ENOUGH?" YOU MAY ASK

I wish that I could take you personally through the Olson factory. I am sure you would be surprised when I showed you how much valuable material there is even in an old rug or garment. That is why I say...
"Don't hesitate to send worn materials, regardless of colors."

BEFORE YOU BUY A RUG ANYWHERE — AT ANY PRICE — why not let me PROVE TO YOU, AT MY RISK, that Olson Rugs are as fine as I say. WE WILL EVEN PAY TRANSPORTATION on your old materials.

Sincerely yours,

WEO/Cat. S-57

Walter Olson Pres.

EVEN IF YOU HAVE NO OLD MATERIAL TO SEND, you can buy rich, thick Olson Reversible Rugs "OUTRIGHT" at the Low Factory-to-You Prices shown in the Price Columns under the heading: "IF WE FURNISH ALL MATERIAL."

SAVE THIS CATALOG! Show it to your Friends.

Volume 157
(57-3C)

SEND YOUR OLD RUGS, CARPETS CLOTHING, etc. Any Kind! Any Color!

Gather up ALL the materials you can find and send them to us at one time, just as they are. *We do the rest!* You can order any rugs in this book, regardless of the color or kind of materials you send.

It Does Not Matter whether the material you send is ALL OLD CARPETS and RUGS or ALL OLD CLOTHING or SOME OF EACH

We add choice New Wools without extra charge so that we can guarantee every Olson Rug will be the same high standard of quality that has built this 83-year institution.

Old Clothing and Other Material. The materials in wool clothing can be used to good advantage in the surface of Olson Rugs. Cotton, Jute and other materials are used in the inner construction of the rugs. **You may send:**

Sweaters	Blankets	Draperies	Bed Spreads
Coats	Dresses	Curtains	Pillow Cases
Suits	Shirts	Trousers	Toweling
Skirts	Sheets	Overalls	Table Covers

Overcoats, Topcoats, or any other materials you may have.

If You Have No Scales you can estimate the weight of your old Carpets and Rugs by figuring 3 to 3½ pounds for each square yard.

Our Special MATERIAL LOAN Offer

If you are in a hurry, but lack enough material—or you can't ship all your materials now . . . we will, as a special favor, LOAN you our PREPARED RUG YARN. Just send all the old carpets, rugs and clothing you can now. We'll ship your new rugs to you quickly with the understanding that within 2 months from the date of your order you will send us the material you owe us (relatives and friends will be glad to help you)—or, you will pay us 50 cents for each pound you are short (what it costs us). If you wish to take advantage of this Offer, please sign the attached *Material Loan Agreement* and mail it in the same envelope with your order. You can decide today and get your new rugs at once.

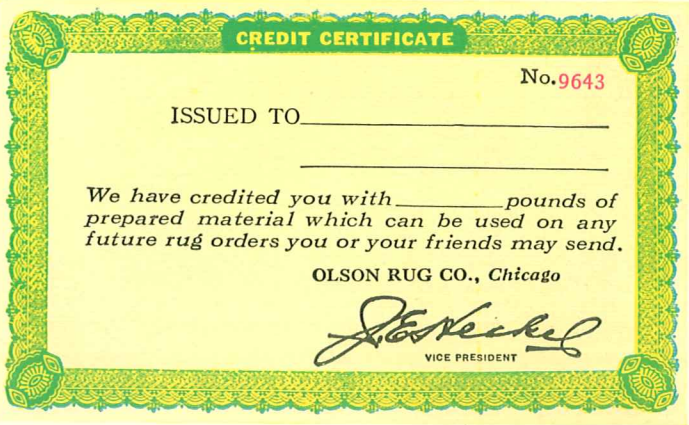
If You Have More Material than Required

Many customers gather ALL their old carpets, rugs, clothing, etc.,—*it may be 50, 70, 100 pounds or more*—and ship it all at our expense; and we send them Credit (as shown below) for any surplus. They get their material out of the way—and we save Freight charges on the *one* larger shipment.

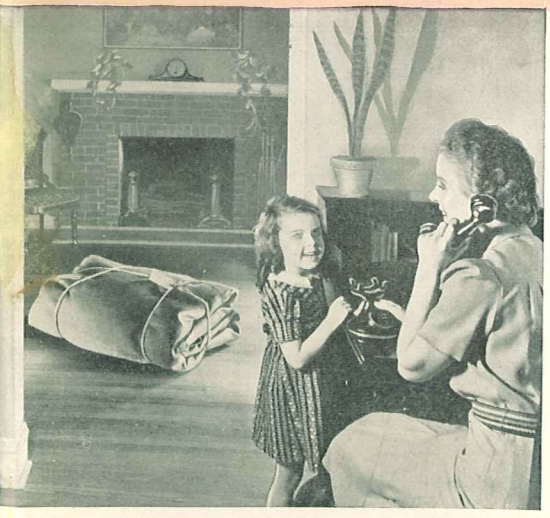
If You Are Not Ready to Order—But Wish to Get Your Materials Out of Your Way Now

. . . ship it all to us in one shipment at our expense and MAIL the shipping receipt to us and say—**"I am sending pounds. I'll order later."** We will prepare your materials and send you a Credit Certificate (as shown below).

WE DO NOT BUY OLD MATERIALS



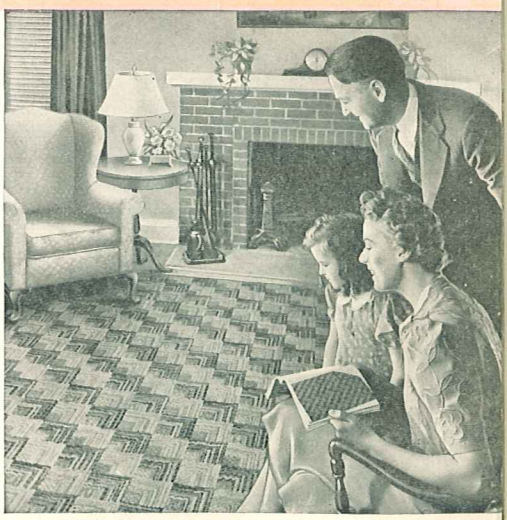
One! Two! Three! and it's Done!



1 Fold over and roll up your materials (no need to wrap)—*Phone* your Express or Freight man to call at your home—and *Ship at Our Expense.* (See Page 7.)



2 *From this complete rug catalog* it is easy to choose the right *Color, Pattern* and *Size.* Let the family help. Mail your order and shipping receipt—we do the rest.



3 *A Week or two* later your new Rugs can be on your floors. Your money back if you don't say "The loveliest rugs I ever had for so little cost." *You Risk Nothing!*

(Rug "Numbers" ending in "A" are priced under **Column A** . . those ending in "B" are priced under **Column B**)

The Advantages of Ordering From Our

193 REGULAR SIZES

America's Largest List

A Size For Practically Every Need—

REVERSIBLE BROADLOOM— No Seams— No Waste!

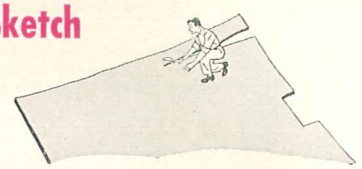
We are the only company in America that weaves 193 Regular Sizes—the only company that has separate looms for each foot in width up to 18 feet wide—no seams—no waste—and ANY LENGTH you want. (Compare this with the wasted yardage you would have to pay for if you ordered a rug or carpet from any store where they have to cut everything from only three standard widths: 9 feet, 12 feet, or 15 feet.)

Most of our customers select their sizes from our 193 regular sizes. If you do likewise, your rugs can be on their way in less than a week and you will save money.

IF YOU WANT CARPETING PERMANENTLY INSTALLED, just measure the longest length and the widest width of your room, including doorways, select the "Regular" size that will cover your dimensions and your carpet layer will do the rest in your home. After many years it can be cut to use on the other side, or cut down and the *new reverse side* used in other rooms. Write on your Order Blank, "To be permanently installed."

CUT-OUTS—Send Sketch

We charge 50 cents per lineal foot for cutting out and finishing rugs to fit around fireplaces, chimneys, jogs, etc.



Special WIDTHS or LENGTHS—Send Sketch

If you must have a special size for an unusual size or shape room, we will make it for you. However, special widths or lengths take the price of the next larger regular width or regular length and require about a week longer than regular sizes. Examples:

For size 10 - 5 x 15 ft. use the 11 x 15 ft. price.
" " 10 ft. x 15 - 8 " " 10 x 16 ft. "
" " 10 - 3 x 15 - 7 " " 11 x 16 ft. "

Send Free-Hand Sketch for special sizes or fitted rugs giving dimensions of room up to quarter round, and locations and dimensions of cut-outs, if any. Send check for part or all with orders for special sizes—it may save time.

- **If there is any question about your order or sketch, we will write you.**
- **Please write measurements of your ROOM on your Order Blank. It will help us.**

MEASURE UP TO QUARTER ROUND FLOOR MOLDING. DO NOT INCLUDE MOLDINGS.

Our LOW Factory-to-You

By Ordering from the Olson Factory, you

SIZES	SEND	IF YOU FURNISH MATERIAL Column A PAY ONLY	Column B PAY ONLY	IF WE Furnish ALL the Material Column A	Column B
27 x 42 in.	3 lbs.	$5.31	$5.61	$6.81	$7.11
30 x 54 in.	4 "	7.54	7.99	9.54	9.99
36 x 63 in.	7 "	10.64	11.18	14.14	14.68
4 x 4 ft.	7 lbs.	$10.69	$11.22	$14.19	$14.72
4 x 5 ft.	8 "	13.37	14.04	17.37	18.04
4 x 6 ft.	10 "	16.04	16.85	21.04	21.85
4 x 7 ft.	12 "	18.72	19.66	24.72	25.66
5 x 5 ft.	11 lbs.	$16.71	$17.54	$22.21	$23.04
5 x 6 ft.	13 "	20.06	21.06	26.56	27.56
5 x 7 ft.	15 "	23.39	24.58	30.89	32.08
5 x 8 ft.	17 "	26.74	28.05	35.24	36.55
5 x 9 ft.	19 "	30.09	31.61	39.59	41.11
5 x 10 ft.	22 "	33.43	35.10	44.43	46.10
5 x 11 ft.	24 "	36.77	38.62	48.77	50.62
5 x 12 ft.	26 "	40.08	42.09	53.08	55.09
5 x 13 ft.	29 "	43.45	45.64	57.95	60.14
5 x 14 ft.	31 "	46.76	49.11	62.26	64.61
5 x 15 ft.	33 "	50.13	52.64	66.63	69.14
5 x 16 ft.	35 "	53.44	56.12	70.94	73.62
6 x 6 ft.	15 lbs.	$24.07	$25.28	$31.57	$32.78
6 x 7 ft.	18 "	28.03	29.49	37.03	38.49
6 x 8 ft.	21 "	32.10	33.70	42.60	44.20
6 x 9 ft.	23 "	36.10	37.92	47.60	49.42
6 x 10 ft.	25 "	40.11	42.13	52.61	54.63
6 x 11 ft.	28 "	44.13	46.34	58.13	60.34
6 x 12 ft.	31 "	48.15	50.56	63.65	66.06
6 x 13 ft.	33 "	52.12	54.72	68.62	71.22
6 x 14 ft.	36 "	56.15	58.97	74.15	76.97
6 x 15 ft.	39 "	60.18	63.20	79.68	82.70
6 x 16 ft.	41 "	64.15	67.37	84.65	87.87
6 x 17 ft.	44 "	68.19	71.61	90.19	93.61
7 x 7 ft.	21 lbs.	$32.76	$34.40	$43.26	$44.90
7 x 8 ft.	24 "	37.44	39.32	49.44	51.32
7 x 9 ft.	28 "	42.08	44.24	56.08	58.24
7 x 10 ft.	30 "	46.80	49.15	61.80	64.15
7 x 11 ft.	33 "	51.48	54.06	67.98	70.56
7 x 12 ft.	36 "	56.15	58.97	74.15	76.97
7 x 13 ft.	40 "	60.85	63.90	80.85	83.90
7 x 14 ft.	43 "	65.48	68.76	86.98	90.26
7 x 15 ft.	45 "	70.17	73.68	92.67	96.18
7 x 16 ft.	48 "	74.87	78.62	98.87	102.62
7 x 17 ft.	52 "	79.56	83.55	105.56	109.55
7 x 18 ft.	55 "	84.25	88.48	111.75	115.98
8 x 8 ft.	28 lbs.	$42.79	$44.94	$56.79	$58.94
8 x 9 ft.	31 "	48.15	50.56	63.65	66.06
8 x 10 ft.	34 "	53.48	56.12	70.48	73.12
8 x 11 ft.	37 "	58.84	61.79	77.34	80.29
8 x 12 ft.	43 "	64.18	67.41	85.68	88.91
8 x 13 ft.	46 "	69.54	73.03	92.54	96.03
8 x 14 ft.	51 "	74.89	78.64	100.39	104.14
8 x 15 ft.	54 "	80.22	84.25	107.22	111.25
8 x 16 ft.	57 "	85.58	89.88	114.08	118.38
8 x 17 ft.	61 "	90.94	95.49	121.44	125.99
8 x 18 ft.	65 "	96.29	101.12	128.79	133.62
8 x 19 ft.	68 "	101.58	106.68	135.58	140.68
8 x 20 ft.	72 "	106.94	112.31	142.94	148.31
9 x 9 ft.	34 lbs.	$54.16	$56.88	$71.16	$73.88
9 x 10 ft.	39 "	60.18	63.20	79.68	82.70
9 x 11 ft.	42 "	64.75	69.52	85.75	90.52
9 x 12 ft.	46 "	69.45	74.83	92.45	97.83
9 x 13 ft.	50 "	76.31	82.11	101.31	107.11
9 x 14 ft.	54 "	84.25	88.48	111.25	115.48
9 x 15 ft.	57 "	90.27	94.81	118.77	123.31
9 x 16 ft.	62 "	96.29	101.12	127.29	132.12
9 x 17 ft.	65 "	102.31	107.44	134.81	139.94

Cut edge shows Actual Thickness (almost ½ inch.) Reversible for Double Wear and Luxury



PRICES for Our Complete List of 193 REGULAR SIZES

SAVE if We Furnish *All* materials—and you SAVE *EVEN MORE* if You Furnish *Your* Materials!

SIZES	SEND	IF YOU FURNISH MATERIAL Column A PAY ONLY	IF YOU FURNISH MATERIAL Column B PAY ONLY	If WE Furnish ALL the Material Column A	If WE Furnish ALL the Material Column B
9 x 18 ft.	69 *lbs.*	$108.32	$113.77	$142.82	$148.27
9 x 19 ft.	74 "	114.34	120.08	151.34	157.08
9 x 20 ft.	77 "	120.37	126.40	158.87	164.90
9 x 21 ft.	80 "	126.38	132.72	166.38	172.72
9 x 22 ft.	85 "	132.40	139.04	174.90	181.54
9 x 23 ft.	88 "	138.41	145.36	182.41	189.36
9 x 24 ft.	92 "	144.44	151.68	190.44	197.68
9 x 25 ft.	96 "	150.45	158.01	198.45	206.01
10 x 10 ft.	43 *lbs.*	$66.86	$70.22	$88.36	$91.72
10 x 11 ft.	47 "	73.55	77.24	97.05	100.74
10 x 12 ft.	52 "	80.23	84.19	106.23	110.19
10 x 13 ft.	56 "	86.92	91.29	114.92	119.29
10 x 14 ft.	59 "	93.60	98.30	123.10	127.80
10 x 15 ft.	66 "	100.29	105.33	133.29	138.33
10 x 16 ft.	70 "	106.98	112.35	141.98	147.35
10 x 17 ft.	75 "	113.67	119.37	151.17	156.87
10 x 18 ft.	79 "	120.37	126.40	159.87	165.90
10 x 19 ft.	84 "	127.05	133.42	169.05	175.42
10 x 20 ft.	88 "	133.74	140.44	177.74	184.44
10 x 21 ft.	92 "	140.42	147.46	186.42	193.46
10 x 22 ft.	97 "	147.11	154.49	195.61	202.99
10 x 23 ft.	101 "	153.79	161.50	204.29	212.00
10 x 24 ft.	106 "	160.48	168.53	213.48	221.53
10 x 25 ft.	110 "	167.16	175.55	222.16	230.55
11 x 11 ft.	52 *lbs.*	$80.90	$84.97	$106.90	$110.97
11 x 12 ft.	56 "	88.26	92.70	116.26	120.70
11 x 13 ft.	61 "	95.61	100.41	126.11	130.91
11 x 14 ft.	66 "	102.98	108.14	135.98	141.14
11 x 15 ft.	70 "	110.33	115.86	145.33	150.86
11 x 16 ft.	76 "	117.68	123.58	155.68	161.58
11 x 17 ft.	81 "	125.03	131.31	165.53	171.81
11 x 18 ft.	86 "	132.40	139.04	175.40	182.04
11 x 19 ft.	90 "	139.75	146.75	184.75	191.75
11 x 20 ft.	96 "	147.11	154.49	195.11	202.49
11 x 21 ft.	100 "	154.46	162.21	204.46	212.21
11 x 22 ft.	105 "	161.81	169.94	214.31	222.44
11 x 23 ft.	110 "	169.17	177.66	224.17	232.66
11 x 24 ft.	114 "	176.53	185.38	233.53	242.38
11 x 25 ft.	119 "	183.88	193.11	243.38	252.61
11 x 26 ft.	124 "	191.24	200.82	253.24	262.82
12 x 12 ft.	62 *lbs.*	$96.29	$101.12	$127.29	$132.12
12 x 13 ft.	67 "	104.31	109.54	137.81	143.04
12 x 14 ft.	72 "	112.33	117.97	148.33	153.97
12 x 15 ft.	77 "	120.37	126.40	158.87	164.90
12 x 16 ft.	83 "	128.38	134.83	169.88	176.33
12 x 17 ft.	87 "	136.40	143.25	179.90	186.75
12 x 18 ft.	92 "	144.17	151.68	190.17	197.68
12 x 19 ft.	98 "	152.45	160.10	201.45	209.10
12 x 20 ft.	102 "	160.48	168.53	211.48	219.53
12 x 21 ft.	107 "	168.50	176.97	222.00	230.47
12 x 22 ft.	113 "	176.53	185.38	233.03	241.88
12 x 23 ft.	118 "	184.55	193.81	243.55	252.81
12 x 24 ft.	123 "	192.57	202.24	254.07	263.74
12 x 25 ft.	129 "	200.60	210.66	265.10	275.16
12 x 26 ft.	133 "	208.62	219.10	275.12	285.60
12 x 27 ft.	139 "	216.65	227.52	286.15	297.02
13 x 13 ft.	72 *lbs.*	$113.00	$118.66	$149.00	$154.66
13 x 14 ft.	77 "	121.69	127.81	160.19	166.31
13 x 15 ft.	83 "	130.39	136.93	171.89	178.43
13 x 16 ft.	88 "	139.08	146.06	183.08	190.06
13 x 17 ft.	94 "	147.78	155.19	194.78	202.19
13 x 18 ft.	99 "	156.47	164.32	205.97	213.82
13 x 19 ft.	105 "	165.15	173.45	217.65	225.95
13 x 20 ft.	110 "	173.85	182.57	228.85	237.57
13 x 21 ft.	116 "	182.54	191.70	240.54	249.70
13 x 22 ft.	121 "	191.24	200.82	251.74	261.32
13 x 23 ft.	127 "	199.93	209.96	263.43	273.46
13 x 24 ft.	132 "	208.62	219.10	274.62	285.10
13 x 25 ft.	138 "	217.32	228.22	286.32	297.22
13 x 26 ft.	143 "	226.01	237.35	297.51	308.85
13 x 27 ft.	149 "	234.71	246.48	309.21	320.98

HALL and STAIR CARPET Woven in following WIDTHS and ANY LENGTH:

WIDTHS	SEND Per Foot	IF YOU FURNISH MATERIAL COLUMN A PAY ONLY (For Each FOOT in Length)	IF YOU FURNISH MATERIAL COLUMN B PAY ONLY (For Each FOOT in Length)	If WE Furnish ALL the Material Column A (Each FOOT in Length)	If WE Furnish ALL the Material Column B (Each FOOT in Length)
22 in.	¾ *lbs.*	$1.41	$1.50	$1.78	$1.88
27 in.	1 "	1.59	1.68	2.09	2.18
30 in.	1¼ "	1.77	1.87	2.40	2.50
36 in.	1⅓ "	2.13	2.25	2.80	2.92
4 ft.	1½ "	2.83	3.00	3.37	3.75

In-Between Widths Take Price of Next Wider Width.

SIZES	SEND	IF YOU FURNISH MATERIAL Column A PAY ONLY	IF YOU FURNISH MATERIAL Column B PAY ONLY	If WE Furnish ALL the Material Column A	If WE Furnish ALL the Material Column B
14 x 14 ft.	85 *lbs.*	$131.05	$137.62	$173.55	$180.12
14 x 15 ft.	90 "	140.42	147.46	185.42	192.46
14 x 16 ft.	97 "	149.77	157.30	198.27	205.80
14 x 17 ft.	102 "	159.14	167.13	210.14	218.13
14 x 18 ft.	109 "	168.50	176.97	223.00	231.47
14 x 19 ft.	114 "	177.87	186.78	234.87	243.78
14 x 20 ft.	121 "	187.23	196.62	247.73	257.12
14 x 21 ft.	127 "	196.58	206.45	260.08	269.95
14 x 22 ft.	133 "	205.95	216.29	272.45	282.79
14 x 23 ft.	139 "	215.31	226.11	284.81	295.61
14 x 24 ft.	145 "	224.67	235.94	297.17	308.44
14 x 25 ft.	151 "	234.03	245.77	309.53	321.27
14 x 26 ft.	157 "	243.39	255.61	321.89	334.11
14 x 28 ft.	169 "	262.12	275.27	346.62	359.77
15 x 15 ft.	95 *lbs.*	$150.26	$158.01	$197.76	$205.51
15 x 16 ft.	101 "	160.48	168.53	210.98	219.03
15 x 17 ft.	108 "	170.51	179.06	224.51	233.06
15 x 18 ft.	114 "	180.54	189.60	237.54	246.60
15 x 19 ft.	120 "	190.57	200.13	250.57	260.13
15 x 20 ft.	127 "	200.60	210.66	264.10	274.16
15 x 21 ft.	133 "	210.63	221.21	277.13	287.71
15 x 22 ft.	139 "	220.65	231.73	290.15	301.23
15 x 23 ft.	145 "	230.69	242.26	303.19	314.76
15 x 24 ft.	152 "	240.72	252.80	316.72	328.80
15 x 25 ft.	158 "	250.74	263.33	329.74	342.33
15 x 26 ft.	165 "	260.78	273.86	343.28	356.36
15 x 27 ft.	171 "	270.81	284.41	356.31	369.91
15 x 29 ft.	184 "	290.87	305.46	382.87	397.46
16 x 16 ft.	110 *lbs.*	$171.18	$179.76	$226.18	$234.76
16 x 17 ft.	117 "	181.88	191.01	240.38	249.51
16 x 18 ft.	124 "	192.57	202.24	254.57	264.24
16 x 19 ft.	131 "	203.27	213.47	268.77	278.97
16 x 20 ft.	138 "	213.97	224.70	282.97	293.70
16 x 21 ft.	144 "	224.67	235.94	296.67	307.94
16 x 22 ft.	151 "	235.38	247.18	310.88	322.68
16 x 23 ft.	158 "	246.07	258.42	325.07	337.42
16 x 24 ft.	165 "	256.76	269.65	339.26	352.15
16 x 25 ft.	172 "	267.46	280.89	353.46	366.89
16 x 26 ft.	179 "	278.16	292.13	367.66	381.63
16 x 27 ft.	186 "	288.87	303.37	381.87	396.37
16 x 28 ft.	193 "	299.56	314.59	396.06	411.09
16 x 30 ft.	207 "	320.97	337.06	424.47	440.56
17 x 17 ft.	125 *lbs.*	$193.24	$202.94	$255.74	$265.44
17 x 19 ft.	140 "	215.98	226.82	285.98	296.82
17 x 21 ft.	156 "	238.73	250.71	316.73	328.71
17 x 23 ft.	168 "	261.42	274.55	345.42	358.55
17 x 25 ft.	180 "	284.17	298.44	374.17	388.44
17 x 27 ft.	196 "	306.93	322.33	404.93	420.33
17 x 29 ft.	210 "	329.67	346.22	434.67	451.22
18 x 18 ft.	139 *lbs.*	$216.65	$227.52	$286.15	$297.02
18 x 20 ft.	158 "	240.72	252.80	319.72	331.80
18 x 22 ft.	172 "	264.79	278.09	350.79	364.09
18 x 24 ft.	185 "	288.87	303.37	381.37	395.87
18 x 26 ft.	198 "	312.94	328.64	411.94	427.64
18 x 28 ft.	218 "	337.01	353.92	446.01	462.92
18 x 30 ft.	229 "	361.09	379.20	475.59	493.70
18 x 32 ft.	249 "	385.16	404.49	509.66	528.99

EASY MONTHLY PAYMENTS *if you wish!* See Order Blank

The same deep nap and the same lovely pattern are woven on both sides for double luxury.



Number 95655B

A New "Colonial" of Exquisite Beauty

THIS is one of the loveliest rugs we have ever offered. You will be delighted with the interest it brings to any room. A sure cure for monotony. It affords an endless variety of decorating possibilities.

This delightful Colonial pattern, with its exquisite blend of 15 colors is equally at home in an Early American setting as well as rooms of mixed periods.

A luxuriously soft, seamless, two-sided broadloom rug that will give double luxury underfoot and double your money's worth.

With new wools so costly, why pay store rug prices when you can save up to half by sending your valuable, used materials to the Olson Rug Factory? You risk nothing by a trial. We guarantee to please you.

More Sizes on Pages 4 & 5, Column B

SIZES	SEND	IF YOU FURNISH MATERIAL PAY ONLY	If WE Furnish All Material
27x42 in.	3 lbs.	$5.61	$7.11
30x54 in.	4 "	7.99	9.99
36x63 in.	7 "	11.18	14.68
4x6 ft.	10 lbs.	$16.85	$21.85
4x7 ft.	12 "	19.66	25.66
5x6 ft.	13 lbs.	$21.06	$27.56
5x7 ft.	15 "	24.58	32.08
5x8 ft.	17 "	28.05	36.55
6x7 ft.	18 lbs.	$29.49	$38.49
6x8 ft.	21 "	33.70	44.20
6x9 ft.	23 "	37.92	49.42
7x9 ft.	28 lbs.	$44.24	$58.24
7x10 ft.	30 "	49.15	64.15
8x8 ft.	28 lbs.	$44.94	$58.94
8x9 ft.	31 "	50.56	66.06
8x10 ft.	34 "	56.12	73.12
8x11 ft.	37 "	61.79	80.29
8x12 ft.	43 "	67.41	88.91
9x9 ft.	34 lbs.	$56.88	$73.88
9x10 ft.	39 "	63.20	82.70
9x11 ft.	42 "	69.52	90.52
9x12 ft.	46 "	74.83	97.83
9x13 ft.	50 "	82.11	107.11
9x14 ft.	54 "	88.48	115.48
9x15 ft.	57 "	94.81	123.31
9x16 ft.	62 "	101.12	132.12
9x17 ft.	65 "	107.44	139.94
9x18 ft.	69 "	113.77	148.27
9x19 ft.	74 "	120.08	157.08
10x10 ft.	43 lbs.	$70.22	$91.72
10x11 ft.	47 "	77.24	100.74
10x12 ft.	52 "	84.19	110.19
10x13 ft.	56 "	91.29	119.29
10x14 ft.	59 "	98.30	127.80
10x15 ft.	66 "	105.33	138.33
10x16 ft.	70 "	112.35	147.35
10x17 ft.	75 "	119.37	156.87
10x18 ft.	79 "	126.40	165.90
10x19 ft.	84 "	133.42	175.42
10x20 ft.	88 "	140.44	184.44
11x11 ft.	52 lbs.	$84.97	$110.97
11x12 ft.	56 "	92.70	120.70
11x13 ft.	61 "	100.41	130.91
11x14 ft.	66 "	108.14	141.14
11x15 ft.	70 "	115.86	150.86
11x16 ft.	76 "	123.58	161.58
11x17 ft.	81 "	131.31	171.81
11x18 ft.	86 "	139.04	182.04
11x19 ft.	90 "	146.75	191.75
12x12 ft.	62 lbs.	$101.12	$132.12
12x13 ft.	67 "	109.54	143.04
12x14 ft.	72 "	117.97	153.97
12x15 ft.	77 "	126.40	164.90
12x16 ft.	83 "	134.83	176.33
12x17 ft.	87 "	143.25	186.75
12x18 ft.	92 "	151.68	197.68
12x19 ft.	98 "	160.10	209.10
12x20 ft.	102 "	168.53	219.53
13x13 ft.	72 lbs.	$118.66	$154.66
13x14 ft.	77 "	127.81	166.31
13x15 ft.	83 "	136.93	178.43
13x16 ft.	88 "	146.06	190.06
13x17 ft.	94 "	155.19	202.19
13x18 ft.	99 "	164.32	213.82
14x14 ft.	85 lbs.	$137.62	$180.12
14x16 ft.	97 "	157.30	205.80
14x18 ft.	109 "	176.97	231.47
15x15 ft.	95 lbs.	$158.01	$205.51
15x17 ft.	108 "	179.06	233.06
15x18 ft.	114 "	189.60	246.60
16x16 ft.	110 lbs.	$179.76	$234.76
16x18 ft.	124 "	202.24	264.24
16x20 ft.	138 "	224.70	293.70

WE PAY FREIGHT** or EXPRESS*

On Your Materials from Any Place in the United States

IF YOUR MATERIAL WEIGHS 20 TO 400 POUNDS As Stated Below

How to Order *and* Ship—It's Easy!

FOLD ALL the old carpets, rugs and clothing you have just as they are (without wrapping)—tie securely with ordinary rope or cord —attach our shipping tag and then....



***IF Your Material Weighs 20 to 50 pounds . . . Ship it by EXPRESS at our expense.**

Just PHONE your "Railway Express Agency" to call at your door if you live in town.

****IF Your Material Weighs over 50 pounds . . . Ship it by FREIGHT at our expense.**

MODERN FREIGHT SHIPMENTS ARE FAST and cost us less on the larger bundles. . . . Your material will reach us in a few days. A PHONE call to the Freight depot of any Railroad in your town will bring a truck to your door in most cities. Tell the man on the phone that you are sending a tied-up bundle of old Rugs and Clothing for "Reweaving" and the shipment is *NOT* to be classified by him as "Household Goods."

IF YOU ARE SENDING 50 LBS. OR MORE FROM A BIG CITY . . . phone the FREIGHT depot of any Railroad, and if they will not pick up at your home (as occasionally happens) then phone "Railway Express" to pick up your material and ship it by EXPRESS.

IF there is No Home Pick-Up Service in Your Town or you live outside of the city, take your material to the Freight depot.

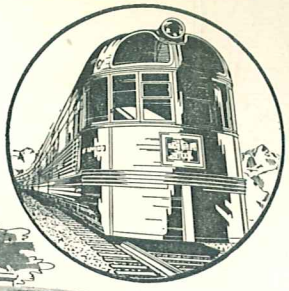
IF BUNDLE IS UNDER 20 POUNDS send Parcel Post or Express prepaid.

Be Sure To Mail Us The Shipping Receipt

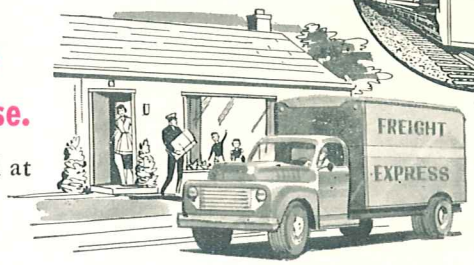
The driver or station agent will give you a receipt. Please *MAIL* this paper to us in the same envelope with your order blank. Do *NOT* put them in your bundle. We must have this "Shipping Receipt" since we pay the charges and guarantee safe arrival of your material.

Customers pay the small ... days.





Freight is Fast! Your materials will reach us in a few days!



If You Live in One of These States
Ship material to us at CHICAGO
c/o Healy Freight Station, Chicago, Ill.

Alabama, Arkansas, Colorado, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland (*not Baltimore*), Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Mexico, New York (*not N.Y. City or Long Island*), North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania (*not Philadelphia*), South Carolina, South Dakota, Tennessee, Texas, Virginia, West Virginia, Wisconsin, Wyoming

If You Live in One of These States
Ship material to us at NEW YORK
c/o Bush Terminal, Brooklyn, N. Y.

Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New York City & *Long Island*, New Jersey (*Philadelphia*), Rhode Island, Vermont, Washington, DC (*Baltimore*)

If You Live in One of These States
Ship material to us at San FRANCISCO
c/o Haslett Terminal, 650 Beach St.

Arizona, California (*Northern*), Idaho, Nevada, Oregon, Utah, Washington

If You Live in SOUTHERN CALIFORNIA
Ship material to us at LOS ANGELES
c/o Pacific Commercial Terminal, 923 E. Third St.

IF YOU ARE IN AN EXTRA HURRY

Mail your check with your order if you are in an extra hurry for your rugs, or, you can remit later when we notify you your rugs are ready.

HOW TO SEND MONEY

Mail Personal Check, Postal or Express Money Order, Bank Draft, or Cash by Registered Letter.



More Sizes on Pages 4 & 5, Column A

SIZES	SEND	IF YOU FURNISH MATERIAL PAY ONLY	If WE Furnish All Material
27x42 in.	3 *lbs.*	$5.31	$6.81
30x54 in.	4 "	7.54	9.54
36x63 in.	7 "	10.64	14.14
4x6 ft.	10 *lbs.*	$16.04	$21.04
4x7 ft.	12 "	18.72	24.72
5x6 ft.	13 *lbs.*	$20.06	$26.56
5x7 ft.	15 "	23.39	30.89
5x8 ft.	17 "	26.74	35.24
6x7 ft.	18 *lbs.*	$28.03	$37.03
6x8 ft.	21 "	32.10	42.60
6x9 ft.	23 "	36.10	47.60
7x9 ft.	28 *lbs.*	$42.08	$56.08
7x10 ft.	30 "	46.80	61.80
8x8 ft.	28 *lbs.*	$42.79	$56.79
8x9 ft.	31 "	48.15	63.65
8x10 ft.	34 "	53.48	70.48
8x11 ft.	37 "	58.84	77.34
8x12 ft.	43 "	64.18	85.68
9x9 ft.	34 *lbs.*	$54.16	$71.16
9x10 ft.	39 "	60.18	79.68
9x11 ft.	42 "	64.75	85.75
9x12 ft.	46 "	69.45	92.45
9x13 ft.	50 "	76.31	101.31
9x14 ft.	54 "	84.25	111.25
9x15 ft.	57 "	90.27	118.77
9x16 ft.	62 "	96.29	127.29
9x17 ft.	65 "	102.31	134.81
9x18 ft.	69 "	108.32	142.82
9x19 ft.	74 "	114.34	151.34
10x10 ft.	43 *lbs.*	$66.86	$88.36
10x11 ft.	47 "	73.55	97.05
10x12 ft.	52 "	80.23	106.23
10x13 ft.	56 "	86.92	114.92
10x14 ft.	59 "	93.60	123.10
10x15 ft.	66 "	100.29	133.29
10x16 ft.	70 "	106.98	141.98
10x17 ft.	75 "	113.67	151.17
10x18 ft.	79 "	120.37	159.87
10x19 ft.	84 "	127.05	169.05
10x20 ft.	88 "	133.74	177.74
11x11 ft.	52 *lbs.*	$80.90	$106.90
11x12 ft.	56 "	88.26	116.26
11x13 ft.	61 "	95.61	126.11
11x14 ft.	66 "	102.98	135.98
11x15 ft.	70 "	110.33	145.33
11x16 ft.	76 "	117.68	155.68
11x17 ft.	81 "	125.03	165.53
11x18 ft.	86 "	132.40	175.40
11x19 ft.	90 "	139.75	184.75
12x12 ft.	62 *lbs.*	$96.29	$127.29
12x13 ft.	67 "	104.31	137.81
12x14 ft.	72 "	112.33	148.33
12x15 ft.	77 "	120.37	158.87
12x16 ft.	83 "	128.38	169.88
12x17 ft.	87 "	136.40	179.90
12x18 ft.	92 "	144.17	190.17
12x19 ft.	98 "	152.45	201.45
12x20 ft.	102 "	160.48	211.48
13x13 ft.	72 *lbs.*	$113.00	$149.00
13x14 ft.	77 "	121.69	160.19
13x15 ft.	83 "	130.39	171.89
13x16 ft.	88 "	139.08	183.08
13x17 ft.	94 "	147.78	194.78
13x18 ft.	99 "	156.47	205.97
14x14 ft.	85 *lbs.*	$131.05	$173.55
14x16 ft.	97 "	149.77	198.27
14x18 ft.	109 "	168.50	223.00
15x15 ft.	95 *lbs.*	$150.26	$197.76
15x17 ft.	108 "	170.51	224.51
15x18 ft.	114 "	180.54	237.54
16x16 ft.	110 *lbs.*	$171.18	$226.18
16x18 ft.	124 "	192.57	254.57
16x20 ft.	138 "	213.97	282.97

Number 4061A

Grey Green

A Delight to the Eye

IT is easy to understand why the popularity of Olson Reversible Broadloom rugs in solid colors becomes greater each year, for no lovelier background could possibly be found for furnishings of every type and period.

One of the most widely chosen colors is this practical, restful, easy-to-live-with Grey Green. Note how the rug lends spaciousness to this setting. It has depth and richness of tone—a luxuriousness underfoot that is very appealing.

Look at the long list of sizes shown here—many sizes you can't get elsewhere. Why not try this beautiful, Seamless, Reversible rug on your own floor, at our risk?

Your Money Back ... IF You Do Not Agree that Olson Rugs are FINER Than Any Rugs You Can Buy Today for SO LITTLE MONEY!

Walter E. Olson
President

Please Remember . . .

. . . that in addition to the number of pounds of Materials required for each rug (as printed in this catalog next to each rug size) . . .

We Add a Liberal Amount of Choice NEW WOOLS, at No Extra Charge to You.

That is why we can *Guarantee* you will get beautiful, deep-textured Olson Reversible Broadloom Rugs of our highest quality.

OLSON RUGS are heavier, deeper-textured, REVERSIBLE RUGS. (For example, a new 9x12 ft. Olson Rug weighs about 46 pounds, not 30 or 35 pounds like so many thin, ordinary store rugs).



← Number 9061A

A Beautiful, Practical Beige-Taupe

FOR cheerful simplicity and that modern feeling, there is no more popular rug color today than Beige-Taupe. A light color that stands wear surprisingly well—always restful, harmonious, charming.

It is appropriate for any room in the home—upstairs or down. Note how agreeably the broad expanse of seamless rug harmonizes in this pleasant bedroom.

Since the rug is a neutral color, it is most effective when walls, drapes and furniture are colorful.

Picture this attractive rug in your own home. The nap is rich, deep, long-wearing and the same on both sides. Luxuriously soft underfoot. Satisfaction guaranteed.

←SIZES, PRICES on opposite page, also on pages 4 and 5, Column A.

↓ *Shows the sturdy construction and deep pile on both sides of Olson "2 in 1" Reversible Broadloom. Almost ½-inch thick.*



Grey is Latest Style News

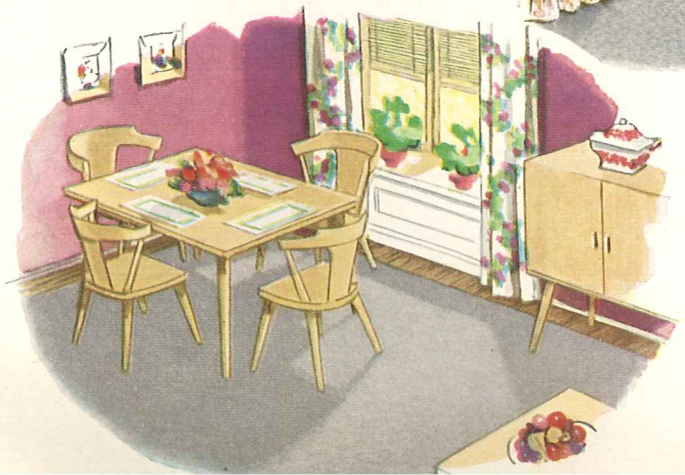
Number 8861A

Grey

GREY is the smart, new color so highly favored by fashion-wise homemakers and featured in leading magazines. The two closely related shades of lovely, warm Grey give a solid color effect and add life, interest, beauty to the rug and increase its serviceability.

You will be pleased the way this neutral color adapts itself to all styles of furnishings, making an ideal background for an almost unlimited choice of color schemes and decorative accents.





Since Grey is a neutral color, it requires colorful walls, drapes and furnishings to be most effective.

You will enjoy this broadloom rug for its rich, deep-piled texture on both sides. Why not save up to ½ your rug money by sending *your* old rugs, carpets, clothing?

More Sizes on Pages 4 & 5, Column A

SIZES	SEND	IF YOU FURNISH MATERIAL PAY ONLY	If WE Furnish All Material
27x42 in.	3 *lbs.*	$5.31	$6.81
30x54 in.	4 "	7.54	9.54
36x63 in.	7 "	10.64	14.14
4x6 ft.	10 *lbs.*	$16.04	$21.04
4x7 ft.	12 "	18.72	24.72
5x6 ft.	13 *lbs.*	$20.06	$26.56
5x7 ft.	15 "	23.39	30.89
5x8 ft.	17 "	26.74	35.24
6x7 ft.	18 *lbs.*	$28.03	$37.03
6x8 ft.	21 "	32.10	42.60
6x9 ft.	23 "	36.10	47.60
7x9 ft.	28 *lbs.*	$42.08	$56.08
7x10 ft.	30 "	46.80	61.80
8x8 ft.	28 *lbs.*	$42.79	$56.79
8x9 ft.	31 "	48.15	63.65
8x10 ft.	34 "	53.48	70.48
8x11 ft.	37 "	58.84	77.34
8x12 ft.	43 "	64.18	85.68
9x9 ft.	34 *lbs.*	$54.16	$71.16
9x10 ft.	39 "	60.18	79.68
9x11 ft.	42 "	64.75	85.75
9x12 ft.	46 "	69.45	92.45
9x13 ft.	50 "	76.31	101.31
9x14 ft.	54 "	84.25	111.25
9x15 ft.	57 "	90.27	118.77
9x16 ft.	62 "	96.29	127.29
9x17 ft.	65 "	102.31	134.81
9x18 ft.	69 "	108.32	142.82
9x19 ft.	74 "	114.34	151.34
10x10 ft.	43 *lbs.*	$66.86	$88.36
10x11 ft.	47 "	73.55	97.05
10x12 ft.	52 "	80.23	106.23
10x13 ft.	56 "	86.92	114.92
10x14 ft.	59 "	93.60	123.10
10x15 ft.	66 "	100.29	133.29
10x16 ft.	70 "	106.98	141.98
10x17 ft.	75 "	113.67	151.17
10x18 ft.	79 "	120.37	159.87
10x19 ft.	84 "	127.05	169.05
10x20 ft.	88 "	133.74	177.74
11x11 ft.	52 *lbs.*	$80.90	$106.90
11x12 ft.	56 "	88.26	116.26
11x13 ft.	61 "	95.61	126.11
11x14 ft.	66 "	102.98	135.98
11x15 ft.	70 "	110.33	145.33
11x16 ft.	76 "	117.68	155.68
11x17 ft.	81 "	125.03	165.53
11x18 ft.	86 "	132.40	175.40
11x19 ft.	90 "	139.75	184.75
12x12 ft.	62 *lbs*	$96.29	$127.29
12x13 ft.	67 "	104.31	137.81
12x14 ft.	72 "	112.33	148.33
12x15 ft.	77 "	120.37	158.87
12x16 ft.	83 "	128.38	169.88
12x17 ft.	87 "	136.40	179.90
12x18 ft.	92 "	144.17	190.17
12x19 ft.	98 "	152.45	201.45
12x20 ft.	102 "	160.48	211.48
13x13 ft.	72 *lbs.*	$113.00	$149.00
13x14 ft.	77 "	121.69	160.19
13x15 ft.	83 "	130.39	171.89
13x16 ft.	88 "	139.08	183.08
13x17 ft.	94 "	147.78	194.78
13x18 ft.	99 "	156.47	205.97
14x14 ft.	85 *lbs.*	$131.05	$173.55
14x16 ft.	97 "	149.77	198.27
14x18 ft.	109 "	168.50	223.00
15x15 ft.	95 *lbs.*	$150.26	$197.76
15x17 ft.	108 "	170.51	224.51
15x18 ft.	114 "	180.54	237.54
16x16 ft.	110 *lbs.*	$171.18	$226.18
16x18 ft.	124 "	192.57	254.57
16x20 ft.	138 "	213.97	282.97

The Popular New Heather Tweeds

So Rich Looking, Practical!

Number 34604B

Decorators' Favorite. This attractive Broadloom beauty expresses the newest decorating trend. A lovely Tweed of four favorite colors: Cinnamon Taupe, Nutria, Grey and Beige. This Seamless, "2 in 1" Reversible Broadloom will bring up-to-date loveliness to any room. Thrives on family traffic—resists soil. Rich luxury at savings up to ½.

193 SIZES and PRICES on Pages 4 and 5, Column B

Number 53603B

New Tweed Beauty, with the accent on luxury. Woven of four decorator tones of Golden Taupe, White, Black and Grey. Smart, up-to-date styling and rich handsome appearance. Very practical as well, for it will resist crushing, soiling, footmarks and shading. Send us your old materials and get seamless "2 in 1" Reversible Rugs at savings up to ½.

193 SIZES and PRICES on Pages 4 and 5, Column B

Number 11601B

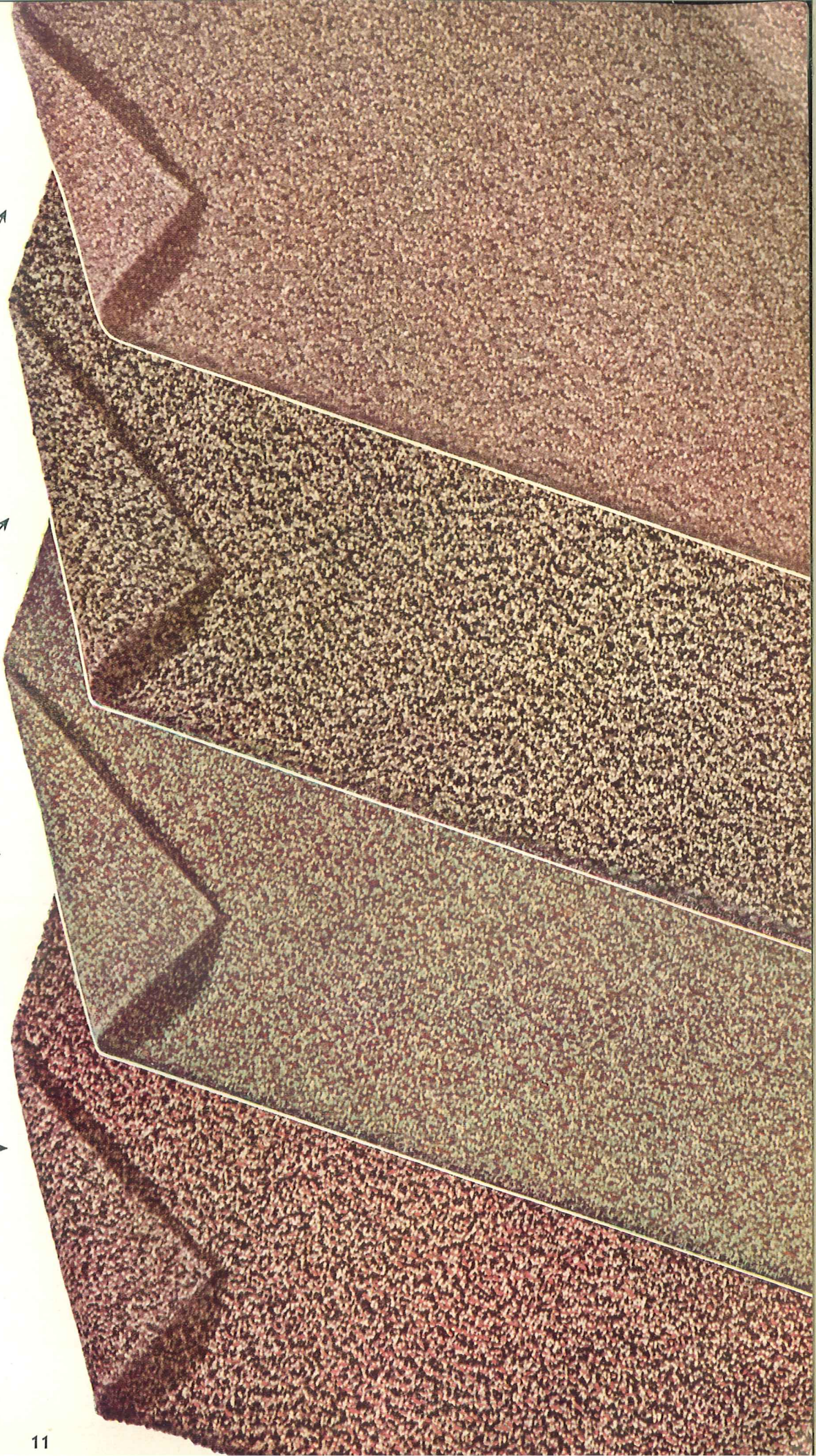
A Wonderful Tweed! The practical Broadloom you need, combined with the beauty you want. Here is rich, seamless, Reversible Broadloom that is handsome and then some. A lovely blend of colors, Sage Green, Cinnamon Taupe, soft Grey and Beige. Reversible for twice the wear. Thick, luxury Broadloom that will give any room up-to-date beauty.

193 SIZES and PRICES on Pages 4 and 5, Column B

Number 72602B

Colorful New Tweed! A blend of four decorator colors: White, Rose, Grey and rich accents of Black. One glance tells you that here is Tweed Broadloom of richness and character. So easy to live with. Thrives on traffic. Wonderful texture resists soil, crushing, shading and footmarks. So luxurious and expensive looking. Send your material and see.

193 SIZES and PRICES on Pages 4 and 5, Column B



The same deep nap and the same lovely pattern are woven on both sides.



Number 91651B

A Great Favorite

THIS delightful Early American pattern with its exquisite blend of colors gives an effect so fresh and appealing that we feel you, too, will find it irresistible. Customers everywhere are enthusiastic in their praise of this unusual and wholly charming rug. A great variety of colors make it equally at home in an Early American setting as well as rooms of mixed periods. Here's a sure tonic for that tired room, for nothing is more truly modern today than Early American.

We are quite sure you have never walked on softer, more luxurious-feeling rugs, regardless of price. Why pay store prices when you can save up to half by sending your materials to the Olson Factory. Every rug is backed by our guarantee of satisfaction or money back.

↓ *Shows the sturdy construction and deep pile on both sides (almost ½-inch thick).*

More Sizes on Pages 4 & 5, Column B

SIZES	SEND	IF YOU FURNISH MATERIAL PAY ONLY	If WE Furnish All Material
27x42 in.	3 *lbs.*	$5.61	$7.11
30x54 in.	4 "	7.99	9.99
36x63 in.	7 "	11.18	14.68
4x6 ft.	10 *lbs.*	$16.85	$21.85
4x7 ft.	12 "	19.66	25.66
5x6 ft.	13 *lbs.*	$21.06	$27.56
5x7 ft.	15 "	24.58	32.08
5x8 ft.	17 "	28.05	36.55
6x7 ft.	18 *lbs.*	$29.49	$38.49
6x8 ft.	21 "	33.70	44.20
6x9 ft.	23 "	37.92	49.42
7x9 ft.	28 *lbs.*	$44.24	$58.24
7x10 ft.	30 "	49.15	64.15
8x8 ft.	28 *lbs.*	$44.94	$58.94
8x9 ft.	31 "	50.56	66.06
8x10 ft.	34 "	56.12	73.12
8x11 ft.	37 "	61.79	80.29
8x12 ft.	43 "	67.41	88.91
9x9 ft.	34 *lbs.*	$56.88	$73.88
9x10 ft.	39 "	63.20	82.70
9x11 ft.	42 "	69.52	90.52
9x12 ft.	46 "	74.83	97.83
9x13 ft.	50 "	82.11	107.11
9x14 ft.	54 "	88.48	115.48
9x15 ft.	57 "	94.81	123.31
9x16 ft.	62 "	101.12	132.12
9x17 ft.	65 "	107.44	139.94
9x18 ft.	69 "	113.77	148.27
9x19 ft.	74 "	120.08	157.08
10x10 ft.	43 *lbs.*	$70.22	$91.72
10x11 ft.	47 "	77.24	100.74
10x12 ft.	52 "	84.19	110.19
10x13 ft.	56 "	91.29	119.29
10x14 ft.	59 "	98.30	127.80
10x15 ft.	66 "	105.33	138.33
10x16 ft.	70 "	112.35	147.35
10x17 ft.	75 "	119.37	156.87
10x18 ft.	79 "	126.40	165.90
10x19 ft.	84 "	133.42	175.42
10x20 ft.	88 "	140.44	184.44
11x11 ft.	52 *lbs.*	$84.97	$110.97
11x12 ft.	56 "	92.70	120.70
11x13 ft.	61 "	100.41	130.91
11x14 ft.	66 "	108.14	141.14
11x15 ft.	70 "	115.86	150.86
11x16 ft.	76 "	123.58	161.58
11x17 ft.	81 "	131.31	171.81
11x18 ft.	86 "	139.04	182.04
11x19 ft.	90 "	146.75	191.75
12x12 ft.	62 *lbs.*	$101.12	$132.12
12x13 ft.	67 "	109.54	143.04
12x14 ft.	72 "	117.97	153.97
12x15 ft.	77 "	126.40	164.90
12x16 ft.	83 "	134.83	176.33
12x17 ft.	87 "	143.25	186.75
12x18 ft.	92 "	151.68	197.68
12x19 ft.	98 "	160.10	209.10
12x20 ft.	102 "	168.53	219.53
13x13 ft.	72 *lbs.*	$118.66	$154.66
13x14 ft.	77 "	127.81	166.31
13x15 ft.	83 "	136.93	178.43
13x16 ft.	88 "	146.06	190.06
13x17 ft.	94 "	155.19	202.19
13x18 ft.	99 "	164.32	213.82
14x14 ft.	85 *lbs.*	$137.62	$180.12
14x16 ft.	97 "	157.30	205.80
14x18 ft.	109 "	176.97	231.47
15x15 ft.	95 *lbs.*	$158.01	$205.51
15x17 ft.	108 "	179.06	233.06
15x18 ft.	114 "	189.60	246.60
16x16 ft.	110 *lbs.*	$179.76	$234.76
16x18 ft.	124 "	202.24	264.24
16x20 ft.	138 "	224.70	293.70

Number 77657B →

Embossed Effect in Smart Scroll Design

WOULDN'T you love to spread a luxurious, deep-textured, seamless, two-sided broadloom rug like this across your floors? So skillfully have our artists arranged the colors in this lovely, modern scroll pattern that it gives the costly effect of an embossed rug with its highlights and shadows. The fashionable new shades of Rose have been combined with rose-tone Raisin shades to create this practical, all-purpose rug.

Where else for so little money can you get rugs so lovely? Send us your materials and see for yourself.

We guarantee to delight you. You risk nothing by a trial.

←SIZES, PRICES on opposite page, also on pages 4 and 5, Column B.



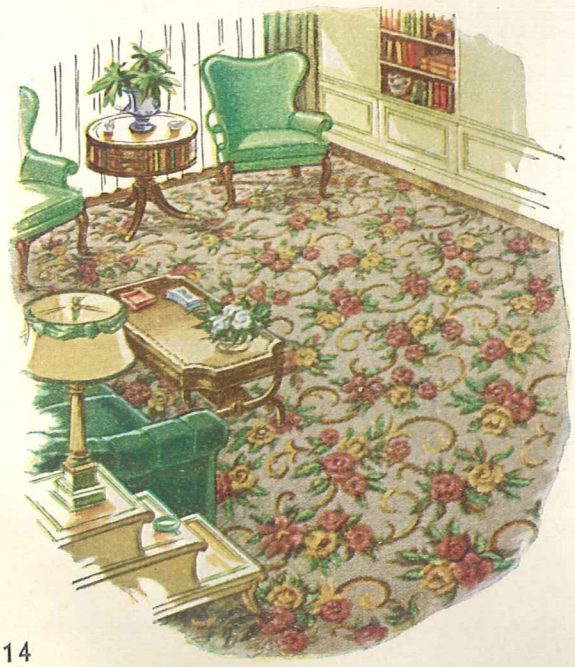
← Number 47607B

Embossed Effect in Lovely, New Design

HERE is the last word in modern rug styling. The graceful scroll pattern is achieved by four lovely shades of Green, woven to create an effect of rich Embossing. Unlike ordinary one-sided store rugs, every Olson Broadloom rug is woven with the same deep, luxurious pile on both sides for double wear and extra luxury under foot. Send your materials at our expense as stated on page 7. You risk nothing.

←SIZES, PRICES on opposite page, also on pages 4 and 5, Column B.





Number 89609B

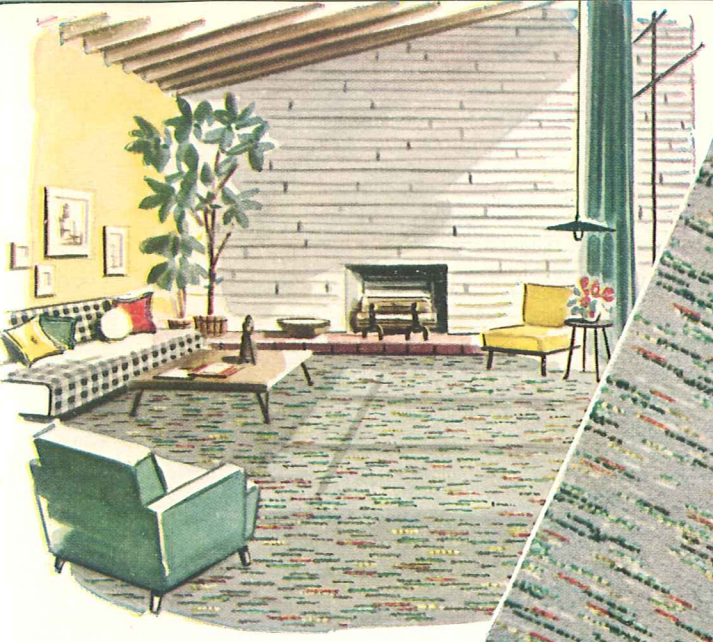
Exquisite New Floral on Fashionable Grey

THIS lovely, colorful, new floral pattern is charmingly set off by the soft warm field of Grey, so popular today. A rug that will bring up-to-date beauty and character to any room at small cost and be an ideal background for other furnishings.

Here is a serviceable rug that will stand a lot of wear without showing soil or footmarks. A luxuriously soft, seamless, two-sided broadloom rug that will give double luxury underfoot and double your money's worth. Send your materials and see for yourself. You risk nothing. We Guarantee to please.

More Sizes on Pages 4 & 5, Column B

SIZES	SEND	IF YOU FURNISH MATERIAL PAY ONLY	If WE Furnish All Material
27x42 in.	3 *lbs.*	$5.61	$7.11
30x54 in.	4 "	7.99	9.99
36x63 in.	7 "	11.18	14.68
4x6 ft.	10 *lbs.*	$16.85	$21.85
4x7 ft.	12 "	19.66	25.66
5x6 ft.	13 *lbs.*	$21.06	$27.56
5x7 ft.	15 "	24.58	32.08
5x8 ft.	17 "	28.05	36.55
6x7 ft.	18 *lbs.*	$29.49	$38.49
6x8 ft.	21 "	33.70	44.20
6x9 ft.	23 "	37.92	49.42
7x9 ft.	28 *lbs.*	$44.24	$58.24
7x10 ft.	30 "	49.15	64.15
8x8 ft.	28 *lbs.*	$44.94	$58.94
8x9 ft.	31 "	50.56	66.06
8x10 ft.	34 "	56.12	73.12
8x11 ft.	37 "	61.79	80.29
8x12 ft.	43 "	67.41	88.91
9x9 ft.	34 *lbs.*	$56.88	$73.88
9x10 ft.	39 "	63.20	82.70
9x11 ft.	42 "	69.52	90.52
9x12 ft.	46 "	74.83	97.83
9x13 ft.	50 "	82.11	107.11
9x14 ft.	54 "	88.48	115.48
9x15 ft.	57 "	94.81	123.31
9x16 ft.	62 "	101.12	132.12
9x17 ft.	65 "	107.44	139.94
9x18 ft.	69 "	113.77	148.27
9x19 ft.	74 "	120.08	157.08
10x10 ft.	43 *lbs.*	$70.22	$91.72
10x11 ft.	47 "	77.24	100.74
10x12 ft.	52 "	84.19	110.19
10x13 ft.	56 "	91.29	119.29
10x14 ft.	59 "	98.30	127.80
10x15 ft.	66 "	105.33	138.33
10x16 ft.	70 "	112.35	147.35
10x17 ft.	75 "	119.37	156.87
10x18 ft.	79 "	126.40	165.90
10x19 ft.	84 "	133.42	175.42
10x20 ft.	88 "	140.44	184.44
11x11 ft.	52 *lbs.*	$84.97	$110.97
11x12 ft.	56 "	92.70	120.70
11x13 ft.	61 "	100.41	130.91
11x14 ft.	66 "	108.14	141.14
11x15 ft.	70 "	115.86	150.86
11x16 ft.	76 "	123.58	161.58
11x17 ft.	81 "	131.31	171.81
11x18 ft.	86 "	139.04	182.04
11x19 ft.	90 "	146.75	191.75
12x12 ft.	62 *lbs.*	$101.12	$132.12
12x13 ft.	67 "	109.54	143.04
12x14 ft.	72 "	117.97	153.97
12x15 ft.	77 "	126.40	164.90
12x16 ft.	83 "	134.83	176.33
12x17 ft.	87 "	143.25	186.75
12x18 ft.	92 "	151.68	197.68
12x19 ft.	98 "	160.10	209.10
12x20 ft.	102 "	168.53	219.53
13x13 ft.	72 *lbs.*	$118.66	$154.66
13x14 ft.	77 "	127.81	166.31
13x15 ft.	83 "	136.93	178.43
13x16 ft.	88 "	146.06	190.06
13x17 ft.	94 "	155.19	202.19
13x18 ft.	99 "	164.32	213.82
14x14 ft.	85 *lbs.*	$137.62	$180.12
14x16 ft.	97 "	157.30	205.80
14x18 ft.	109 "	176.97	231.47
15x15 ft.	95 *lbs.*	$158.01	$205.51
15x17 ft.	108 "	179.06	233.06
15x18 ft.	114 "	189.60	246.60
16x16 ft.	110 *lbs.*	$179.76	$234.76
16x18 ft.	124 "	202.24	264.24
16x20 ft.	138 "	224.70	293.70



Fiesta Casuals

You, too, will say, "They're Lovely— Just What I'm Looking For"

THESE smart, new, color-flecked all-purpose broadloom rugs give an effect so fresh, so appealing, that you will find them irresistible.

They have charm, character and an interesting texture effect that make them ideal for today's friendly, informal mode of living. Whether your home is Colonial, Modern, Ranch type, or any style, you will find it easy to create rooms of distinction with these charming rugs. No wonder decorating editors are enthusiastic in their praise.

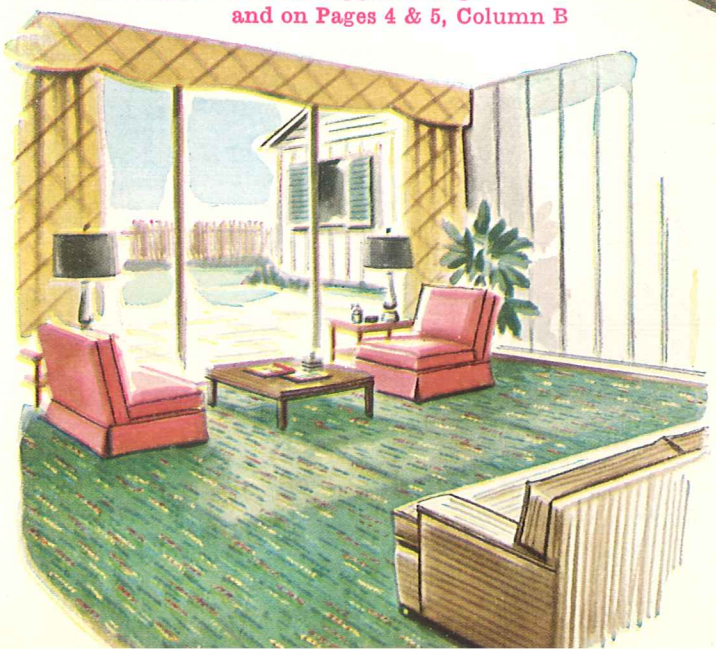
Every rug is woven seamless and reversible with the same rich pile on both sides to give twice the wear and luxury. Where else for so little money can you get rugs so lovely?

Number 87637B — Grey field

Number 44614B — Green field

Number 39629B — Taupe field

←SIZES, PRICES on Opposite Page and on Pages 4 & 5, Column B





Luxurious Broadloom, woven Seamless and Reversible for Double Wear and Luxury.





Number 9561A

Fawn Tweed
a Lovely Soft Blend

A RUG of up-to-date loveliness that brings beauty and character to any room at a small cost. This practical tweed blend of soft shades of Rose Taupe, Beige, Ecru and Cocoa will handsomely set off your furnishings.

Here is a fascinating tweed blend broadloom rug that satisfies the demand for light color effects.

This deep-textured, Reversible Broadloom rug will give you double luxury underfoot at about half what you would expect to pay. Order direct from the Factory . . . see for yourself. You risk nothing by a trial. We guarantee to please you with this lovely rug.

More Sizes on Pages 4 & 5, Column A

SIZES	SEND	IF YOU FURNISH MATERIAL PAY ONLY	If WE Furnish All Material
27x42 in.	3 lbs.	$5.31	$6.81
30x54 in.	4 "	7.54	9.54
36x63 in.	7 "	10.64	14.14
4x6 ft.	10 lbs.	$16.04	$21.04
4x7 ft.	12 "	18.72	24.72
5x6 ft.	13 lbs.	$20.06	$26.56
5x7 ft.	15 "	23.39	30.89
5x8 ft.	17 "	26.74	35.24
6x7 ft.	18 lbs.	$28.03	$37.03
6x8 ft.	21 "	32.10	42.60
6x9 ft.	23 "	36.10	47.60
7x9 ft.	28 lbs.	$42.08	$56.08
7x10 ft.	30 "	46.80	61.80
8x8 ft.	28 lbs.	$42.79	$56.79
8x9 ft.	31 "	48.15	63.65
8x10 ft.	34 "	53.48	70.48
8x11 ft.	37 "	58.84	77.34
8x12 ft.	43 "	64.18	85.68
9x9 ft.	34 lbs.	$54.16	$71.16
9x10 ft.	39 "	60.18	79.68
9x11 ft.	42 "	64.75	85.75
9x12 ft.	46 "	69.45	92.45
9x13 ft.	50 "	76.31	101.31
9x14 ft.	54 "	84.25	111.25
9x15 ft.	57 "	90.27	118.77
9x16 ft.	62 "	96.29	127.29
9x17 ft.	65 "	102.31	134.81
9x18 ft.	69 "	108.32	142.82
9x19 ft.	74 "	114.34	151.34
10x10 ft.	43 lbs.	$66.86	$88.36
10x11 ft.	47 "	73.55	97.05
10x12 ft.	52 "	80.23	106.23
10x13 ft.	56 "	86.92	114.92
10x14 ft.	59 "	93.60	123.10
10x15 ft.	66 "	100.29	133.29
10x16 ft.	70 "	106.98	141.98
10x17 ft.	75 "	113.67	151.17
10x18 ft.	79 "	120.37	159.87
10x19 ft.	84 "	127.05	169.05
10x20 ft.	88 "	133.74	177.74
11x11 ft.	52 lbs.	$80.90	$106.90
11x12 ft.	56 "	88.26	116.26
11x13 ft.	61 "	95.61	126.11
11x14 ft.	66 "	102.98	135.98
11x15 ft.	70 "	110.33	145.33
11x16 ft.	76 "	117.68	155.68
11x17 ft.	81 "	125.03	165.53
11x18 ft.	86 "	132.40	175.40
11x19 ft.	90 "	139.75	184.75
12x12 ft.	62 lbs	$96.29	$127.29
12x13 ft.	67 "	104.31	137.81
12x14 ft.	72 "	112.33	148.33
12x15 ft.	77 "	120.37	158.87
12x16 ft.	83 "	128.38	169.88
12x17 ft.	87 "	136.40	179.90
12x18 ft.	92 "	144.17	190.17
12x19 ft.	98 "	152.45	201.45
12x20 ft.	102 "	160.48	211.48
13x13 ft.	72 lbs.	$113.00	$149.00
13x14 ft.	77 "	121.69	160.19
13x15 ft.	83 "	130.39	171.89
13x16 ft.	88 "	139.08	183.08
13x17 ft.	94 "	147.78	194.78
13x18 ft.	99 "	156.47	205.97
14x14 ft.	85 lbs.	$131.05	$173.55
14x16 ft.	97 "	149.77	198.27
14x18 ft.	109 "	168.50	223.00
15x15 ft.	95 lbs.	$150.26	$197.76
15x17 ft.	108 "	170.51	224.51
15x18 ft.	114 "	180.54	237.54
16x16 ft.	110 lbs.	$171.18	$226.18
16x18 ft.	124 "	192.57	254.57
16x20 ft.	138 "	213.97	282.97

Number 4361A

Hunter Green
Lovely, Rich Color

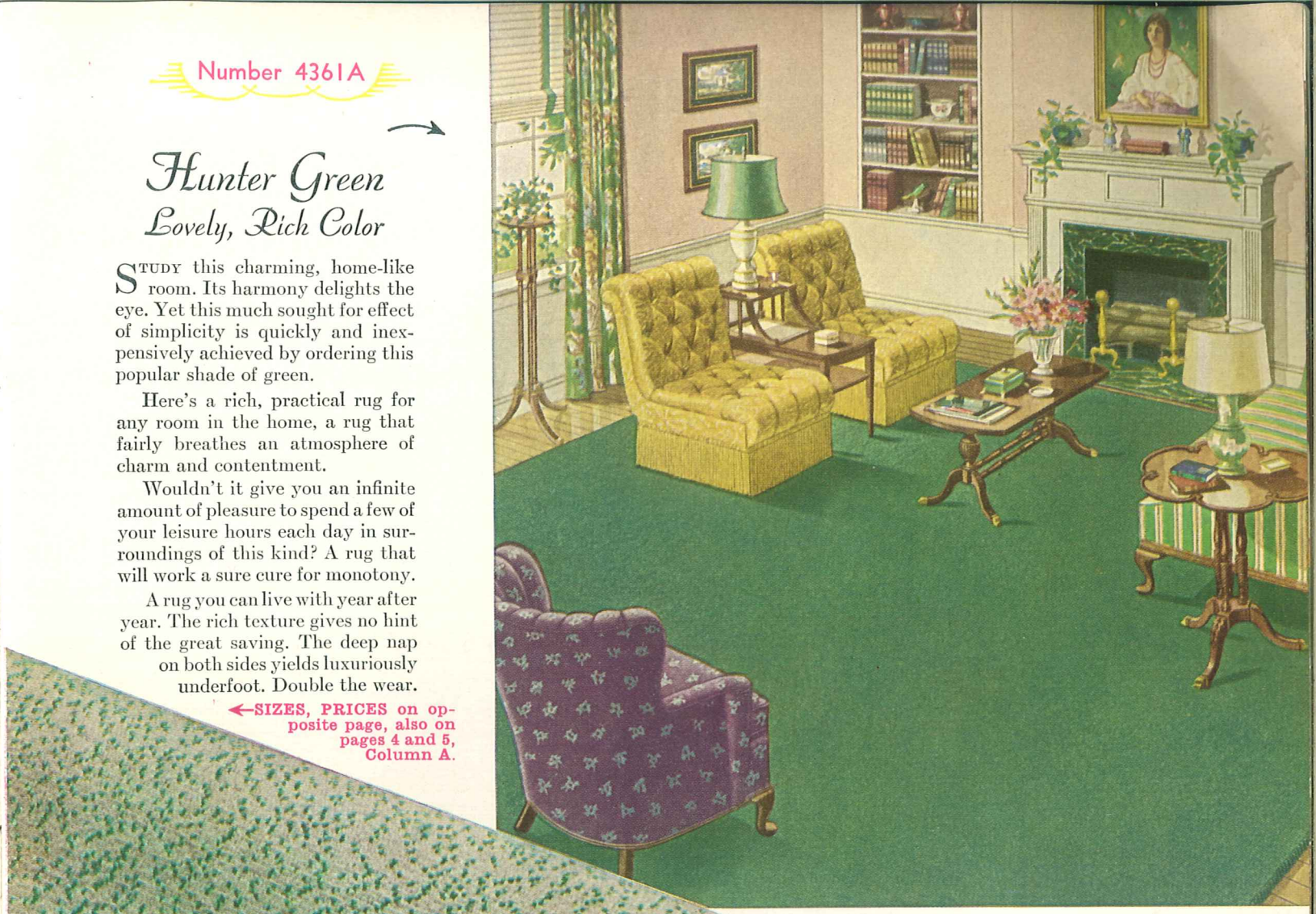
STUDY this charming, home-like room. Its harmony delights the eye. Yet this much sought for effect of simplicity is quickly and inexpensively achieved by ordering this popular shade of green.

Here's a rich, practical rug for any room in the home, a rug that fairly breathes an atmosphere of charm and contentment.

Wouldn't it give you an infinite amount of pleasure to spend a few of your leisure hours each day in surroundings of this kind? A rug that will work a sure cure for monotony.

A rug you can live with year after year. The rich texture gives no hint of the great saving. The deep nap on both sides yields luxuriously underfoot. Double the wear.

←SIZES, PRICES on opposite page, also on pages 4 and 5, Column A.





How to Measure for STAIR CARPET

You can order stair carpet in any color or pattern shown in catalog. See price list on Page 5.

For straight stairways, measure depth of tread and height of riser including nosing; add together and multiply by number of steps, plus 9 inches. These extra inches should be tucked under the first riser so that from time to time the carpet can be shifted to distribute wear.

Number 8261A

Smart new Grey and Green Tweed

ISN'T this an attractive rug? And so practical.

You will find it easy to create rooms of distinction with this new Olson Broadloom Rug. And, of course, like all Olson Rugs, it is woven seamless and reversible for double wear and double luxury.

The background is a warm Grey, so fashionable today, with flecks of light and dark green to add life, interest and beauty.

You will be pleased the way this lovely, deep-textured, broadloom rug adapts itself to all styles of furnishings, making an ideal background for an almost unlimited choice of color schemes.

Why not save up to ½ your rug money by sending your old carpets, rugs and clothing to the Olson factory? You risk nothing by a trial.

←SIZES, PRICES on opposite page, also on pages 4 and 5, Column A.

Number 21631B

Oriental Loveliness in Rich Persian Design

HERE is one of those rich Persian designs that possesses much of the beauty and splendor of a priceless handmade Sarouk. Here is a truly beautiful rug adapted from a Century-old masterpiece. Our artists have used the graceful, balanced floral designs and colors with marked success.

The ground is a deep, rich Wine Red, for which Sarouks have been famous for generations. The soft colors carry out the delicacy of design so characteristic of expensive handmade Orientals.

Every Olson Rug is woven Seamless and Reversible with the same deep pile on both sides to give twice the wear and double the luxury underfoot. *Two rugs in One.* Send your old materials. We guarantee to delight you. This rug is . . .

Woven in All the Following Sizes:

SIZES	IF YOU FURNISH MATERIAL SEND	PAY ONLY	If WE Furnish All Material
30x54 in.	4 *lbs.*	$7.99	$9.99
36x63 in.	7 "	11.18	14.68
4x7 ft.	12 "	19.66	25.66
6x9 ft.	23 "	37.92	49.42
8x10 ft.	34 "	56.12	73.12
9x12 ft.	46 "	74.83	97.83
9x15 ft.	57 "	94.81	123.31
10x12 ft.	52 "	84.19	110.19
11x13 ft.	61 "	100.41	130.91
12x12 ft.	62 "	101.12	132.12
12x15 ft.	77 "	126.40	164.90
12x18 ft.	92 "	151.68	197.68



MAGAZINE EDITORS—RADIO HOMEMAKERS PRAISE OLSON REVERSIBLE RUGS



from WLS, Chicago

"I have been familiar with Olson Rugs for many years and in spite of their low price, they are of excellent quality and represent outstanding values."

Martha Crane

from BETTER HOMES & GARDENS

"Think of being able to use old carpets and materials to obtain such delightful rugs."

from LADIES HOME JOURNAL

". . . don't overlook the possibility of made-over rugs and carpets. Color is the glamour touch, and you can turn in your worn rugs to be reclaimed, and . . . receive a reversible broadloom rug . . . in practically any shade."

from HOUSEHOLD MAGAZINE

". . . they are real rugs of excellent grade and bear no trace of their former estate."



from WLW-T Cincinnati

"A combination of durability and fashion-rightness—that's what today's home maker is looking for in a floor covering. That's what she gets when she orders an Olson Rug."

—Ruth Lyons



from WOWO, Ft. Wayne

"Fortunate is the homemaker who . . . saves her discarded woolens . . . Olson Rug Co. will convert her discards into real beauty in rugs that give style and comfort to homes at prices within reach.

—Jane Weston



from KDKA, Pittsburgh

"Did you ever know a woman who was not as pleased as Punch when she makes over last year's frock into something new and smart for this season? There's the same satisfaction when she finds that she can get a lovely new broadloom rug at a big saving in money by letting the Olson Factory use the valuable materials in her old carpets, rugs and clothing."

—Janet Ross

from WNAX, Yankton, S.D.

"There is tremendous satisfaction in owning an Olson Rug! It's beautiful, it's style-wise and it's budget-wise!"

Wynn Speece
Your Neighbor Lady



Number 4261A

Two-Toned Green
A Soft, Rich Blend

A RUG that is extremely serviceable and rich in character with intermingled tones of Grey Green and deep-toned Hunter Green.

A rug that will handsomely set off your other furnishings and bring a friendly, refreshing glow of color to any room. A rug you can live with year after year. A deep-textured, reversible broadloom rug that gives no hint of the great saving.

No need to put up with misfit rugs. Here are sizes for any size room—sizes you can't get elsewhere. Why not send us your old materials and get lovelier rugs like this for half the money you'd expect to pay. Every rug is backed by our 83-year-old guarantee of satisfaction.

SIZES and PRICES on page 16, also on pages 4 and 5, Column A.



LUXURIOUS Broadloom, woven Seamless and Reversible for Double Wear and Luxury.

We offer you the correct size rug for every room— many sizes you can't get elsewhere.

Number 6161A

Tweed Blend

THIS rich looking and intensely practical rug will withstand hard wear without showing soil or footmarks. Tones of light Copper Taupe, Fawn, Cocoa Brown and Ecru have been closely intermingled into a rich Tweed effect to achieve this lovely color blend.

A sturdy, deep-textured Seamless Reversible Broadloom rug that will harmonize with practically all color schemes. A rug you can live with year after year.

SIZES and PRICES on page 16, also on pages 4 and 5, Column A.



One of the Oldest and Most Trusted Business Names in America



Where OLSON RUGS Are Made!

THIS great, modern factory, considered by many to be the finest rug manufacturing plant in the world, is a model of efficiency and cleanliness. It is appropriately located in beautful 22-acre "Olson Park" in the very heart of Chicago's northwest side industrial area. Here, surrounded by spacious, well kept lawns, scenic Rock Gardens, picturesque Waterfalls, rare flowers, shrubs, trees and the Olson Wild Bird Refuge, Olson craftsmen find inspiration for the creation of finer Rugs. "A Fine Place to Work" with a father-to-son tradition of excellence.

We have welcomed nearly *6 Million Visitors* to the Olson Factory and Gardens. We invite *you,* when in Chicago, to come and see "One of Chicago's famous Beauty Spots."



Cascading from a height of thirty-five feet, the Olson Waterfalls are a thrilling sight to our hundreds of thousands of visitors each year.



Janet Brooks

DECORATING HELPS

A few Simple Rules to Guide You

By our Decorating Expert, whose Advice is Free to Olson Customers

THIS BOOK brings you the new trends—the smart, up-to-the minute new rug colors and patterns—and more rug sizes than you will find anywhere else in the United States. All are designed to make your home a lovelier, friendlier, more comfortable place in which to live.

In these pages, American Women are offered the kind of rugs they would choose if price were no object—rugs of distinction, at prices temptingly low.

"Modern Decorating" Demands "Livable Rooms" and "Colorful Harmony"

The rug is the keynote—the background of the entire room. Perhaps no other decorating item in a room can transform it so quickly, so completely, so inexpensively as the fresh beauty of a luxurious, modern Olson Rug.

The Rug "Makes the Room"

It adds warmth, comfort, character, and beauty. It gives the room an air of luxury that cannot be secured in any other way. A beautiful rug sets off all your other furnishings and ties the entire room together.

This Is An Age of COLOR

COLOR is the most important part of successful decorating. Don't be afraid to use it freely. From all of the lovely colors and patterns shown in this catalog, you can choose a rug that will bring up-to-date new color beauty to any room.

There are cool, soothing, restful colors —and warm, cheerful, stimulating colors to brighten up dreary, sunless rooms.

Some prefer rooms decorated in closely related colors as shown below in the room with the green rug. Others prefer contrasting or complementary colors, as shown in the room with the grey rug.

The rooms in this book show you various decorating styles popular today. The color schemes are only suggestions of the many combinations possible.

Though the rooms illustrated may not be exactly like yours, they should help you to visualize the rug color that best suits your room.

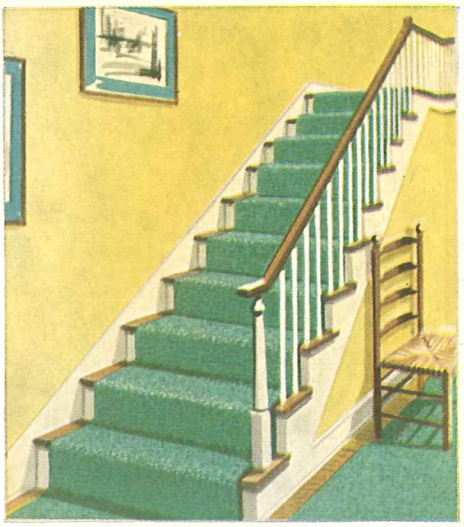
Let your good taste be your guide in planning rooms that are distinctive.

A Few Fundamental Rules

RUGS in solid colors, two-tone and tweed blends are in excellent taste and may be used with all types of furnishings. They are dramatic and harmonize beautifully with all decorating schemes.

They increase the apparent size of a room and go well with pattern or plain drapes, upholstery and walls. Many of the finest homes are furnished with these rugs throughout.

If you choose a richly figured rug, it will be more harmonizing to have the walls and hangings plain or conservative in pattern. The best effect is achieved if there are more areas in the room treated with solid colors than with figured designs. Remember, the trend in decorating is to achieve that uncluttered, clean-cut look.



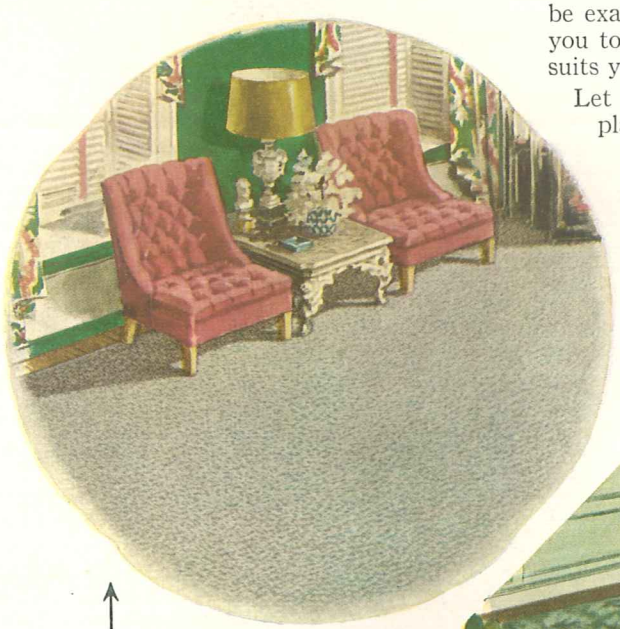
You can order Stair and Hall Carpet in any color or pattern shown in catalog. Prices on page 5. "How to Measure" for Stair Carpet on Page 17.

What Size Should a Rug Be?

Many Home Decorating Experts advise using rugs that come about 3 to 12 inches from the walls. This gives a room a modern feeling of luxury and spaciousness.

By using the same color rug in adjoining rooms, a spacious, tied-in effect is achieved. Colors of walls and furnishings can be different in each room to give variety.

In your living room, place your furniture in friendly conversational groups arranged for easy use. Avoid placing furniture stiffly along the walls. Plan furniture arrangements to balance in height. Put large pieces against large wall areas to balance or at right angles to a wall—not diagonal.



An example of the use of bold contrasting colors which is very lovely and effective against the neutral Grey rug.



An example of the use of closely related colors in rug, walls, woodwork, etc.

More Sizes on Pages 4 & 5, Column B

SIZES	SEND	IF YOU FURNISH MATERIAL PAY ONLY	If WE Furnish All Material
27x42 in.	3 *lbs.*	$5.61	$7.11
30x54 in.	4 "	7.99	9.99
36x63 in.	7 "	11.18	14.68
4x6 ft.	10 *lbs.*	$16.85	$21.85
4x7 ft.	12 "	19.66	25.66
5x6 ft.	13 *lbs.*	$21.06	$27.56
5x7 ft.	15 "	24.58	32.08
5x8 ft.	17 "	28.05	36.55
6x7 ft.	18 *lbs.*	$29.49	$38.49
6x8 ft.	21 "	33.70	44.20
6x9 ft.	23 "	37.92	49.42
7x9 ft.	28 *lbs.*	$44.24	$58.24
7x10 ft.	30 "		
8x8 ft.	28 *lbs.*	$	
8x9 ft.	31 "		
8x10 ft.	34 "		
8x11 ft.	37 "		
8x12 ft.	43 "		
9x9 ft.	34 *lbs.*	$	
9x10 ft.	39 "		
9x11 ft.	42 "		
9x12 ft.	46 "		
9x13 ft.	50 "		
9x14 ft.	54 "		
9x15 ft.	57 "		
9x16 ft.	62 "	10	
9x17 ft.	65 "	10	
9x18 ft.	69 "	11	
9x19 ft.	74 "	12	
10x10 ft.	43 *lbs.*	$7	
10x11 ft.	47 "	7	
10x12 ft.	52 "	8	
10x13 ft.	56 "	9	
10x14 ft.	59 "	9	
10x15 ft.	66 "	10	
10x16 ft.	70 "	11	
10x17 ft.	75 "	11	
10x18 ft.	79 "	12	
10x19 ft.	84 "	13	
10x20 ft.	88 "	14	
11x11 ft.	52 *lbs.*	$8	
11x12 ft.	56 "	9	
11x13 ft.	61 "	10	
11x14 ft.	66 "	10	
11x15 ft.	70 "	11	
11x16 ft.	76 "	12	
11x17 ft.	81 "	13	
11x18 ft.	86 "	13	
11x19 ft.	90 "	14	
12x12 ft.	62 *lbs.*	$10	
12x13 ft.	67 "	10	
12x14 ft.	72 "	11	
12x15 ft.	77 "	12	
12x16 ft.	83 "	13	
12x17 ft.	87 "	14	
12x18 ft.	92 "	15	
12x19 ft.	98 "	16	
12x20 ft.	102 "	16	
13x13 ft.	72 *lbs.*	$11	
13x14 ft.	77 "	12	
13x15 ft.	83 "	13	
13x16 ft.	88 "	14	
13x17 ft.	94 "	15	
13x18 ft.	99 "	16	
14x14 ft.	85 *lbs.*	$13	
14x16 ft.	97 "	15	
14x18 ft.	109 "	17	
15x15 ft.	95 *lbs.*	$15	
15x17 ft.	108 "	17	
15x18 ft.	114 "	18	
16x16 ft.	110 *lbs.*	$17	
16x18 ft.	124 "	20	
16x20 ft.	138 "	22	



We offer you the correct size rug for every room—many sizes you can't get elsewhere.

y as Illustrated"

"...The Olson Rug Co. can be very proud of its catalog—its rugs are really as illustrated, and should please the most discriminating."

Mrs. A. L. Craig
Uniontown, Pa.



LUXURIOUS Broadloom, woven Seamless and Reversible for Double Wear and Luxury.



Number 7461A

A Pastel Rose for up-to-date Beauty

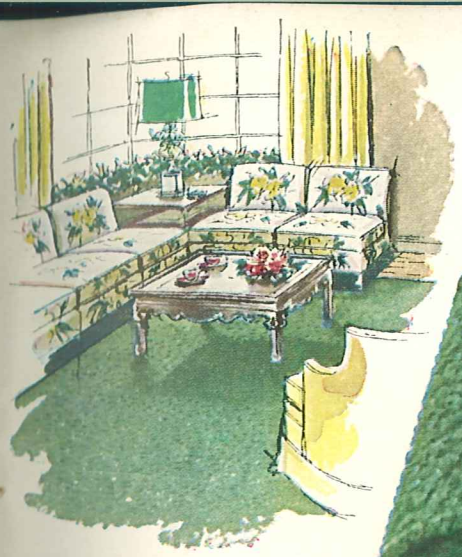
HERE is the delightful new rug color that has won such spectacular popularity with exclusive decorators and fashionable homemakers everywhere. It is hard to imagine a lovelier background for other furnishings regardless of period or style. A smart, up-to-date pastel color that is practical, restful and easy to live with in any room.

It has richness of character and an expensive looking twist weave texture effect that is very appealing.

Look at the long list of sizes shown here—many sizes you can't get elsewhere. Why pay high retail prices when you can save up to half and have finer Broadloom rugs, woven Reversible, by sending your old materials to the Olson Factory?

More Sizes on Pages 4 & 5, Column A

SIZES	SEND	IF YOU FURNISH MATERIAL PAY ONLY	If WE Furnish All Material
27x42 in.	3 lbs.	$5.31	$6.81
30x54 in.	4 "	7.54	9.54
36x63 in.	7 "	10.64	14.14
4x6 ft.	10 lbs.	$16.04	$21.04
4x7 ft.	12 "	18.72	24.72
5x6 ft.	13 lbs.	$20.06	$26.56
5x7 ft.	15 "	23.39	30.89
5x8 ft.	17 "	26.74	35.24
6x7 ft.	18 lbs.	$28.03	$37.03
6x8 ft.	21 "	32.10	42.60
6x9 ft.	23 "	36.10	47.60
7x9 ft.	28 lbs.	$42.08	$56.08
7x10 ft.	30 "	46.80	61.80
8x8 ft.	28 lbs.	$42.79	$56.79
8x9 ft.	31 "	48.15	63.65
8x10 ft.	34 "	53.48	70.48
8x11 ft.	37 "	58.84	77.34
8x12 ft.	43 "	64.18	85.68
9x9 ft.	34 lbs.	$54.16	$71.16
9x10 ft.	39 "	60.18	79.68
9x11 ft.	42 "	64.75	85.75
9x12 ft.	46 "	69.45	92.45
9x13 ft.	50 "	76.31	101.31
9x14 ft.	54 "	84.25	111.25
9x15 ft.	57 "	90.27	118.77
9x16 ft.	62 "	96.29	127.29
9x17 ft.	65 "	102.31	134.81
9x18 ft.	69 "	108.32	142.82
9x19 ft.	74 "	114.34	151.34
10x10 ft.	43 lbs.	$66.86	$88.36
10x11 ft.	47 "	73.55	97.05
10x12 ft.	52 "	80.23	106.23
10x13 ft.	56 "	86.92	114.92
10x14 ft.	59 "	93.60	123.10
10x15 ft.	66 "	100.29	133.29
10x16 ft.	70 "	106.98	141.98
10x17 ft.	75 "	113.67	151.17
10x18 ft.	79 "	120.37	159.87
10x19 ft.	84 "	127.05	169.05
10x20 ft.	88 "	133.74	177.74
11x11 ft.	52 lbs.	$80.90	$106.90
11x12 ft.	56 "	88.26	116.26
11x13 ft.	61 "	95.61	126.11
11x14 ft.	66 "	102.98	135.98
11x15 ft.	70 "	110.33	145.33
11x16 ft.	76 "	117.68	155.68
11x17 ft.	81 "	125.03	165.53
11x18 ft.	86 "	132.40	175.40
11x19 ft.	90 "	139.75	184.75
12x12 ft.	62 lbs	$96.29	$127.29
12x13 ft.	67 "	104.31	137.81
12x14 ft.	72 "	112.33	148.33
12x15 ft.	77 "	120.37	158.87
12x16 ft.	83 "	128.38	169.88
12x17 ft.	87 "	136.40	179.90
12x18 ft.	92 "	144.17	190.17
12x19 ft.	98 "	152.45	201.45
12x20 ft.	102 "	160.48	211.48
13x13 ft.	72 lbs.	$113.00	$149.00
13x14 ft.	77 "	121.69	160.19
13x15 ft.	83 "	130.39	171.89
13x16 ft.	88 "	139.08	183.08
13x17 ft.	94 "	147.78	194.78
13x18 ft.	99 "	156.47	205.97
14x14 ft.	85 lbs.	$131.05	$173.55
14x16 ft.	97 "	149.77	198.27
14x18 ft.	109 "	168.50	223.00
15x15 ft.	95 lbs.	$150.26	$197.76
15x17 ft.	108 "	170.51	224.51
15x18 ft.	114 "	180.54	237.54
16x16 ft.	110 lbs.	$171.18	$226.18
16x18 ft.	124 "	192.57	254.57
16x20 ft.	138 "	213.97	282.97





Number 4161A

Green "Tweed" So Smart, Practical

Every rug woven Seamless and Reversible for double wear and luxury.

DECORATING SPECIALISTS recommend just such a color as this Green "Tweed" because it is so extremely smart, yet practical and easy to live with. And its deep textured loveliness gives that popular new, twist weave effect at a wonderful saving. The softly blending shades of Grey Green, Hunter Green, Pine Green and light Apple Green harmonize beautifully with a wide variety of other colors. Send your materials and save up to ½ the easy Olson way.

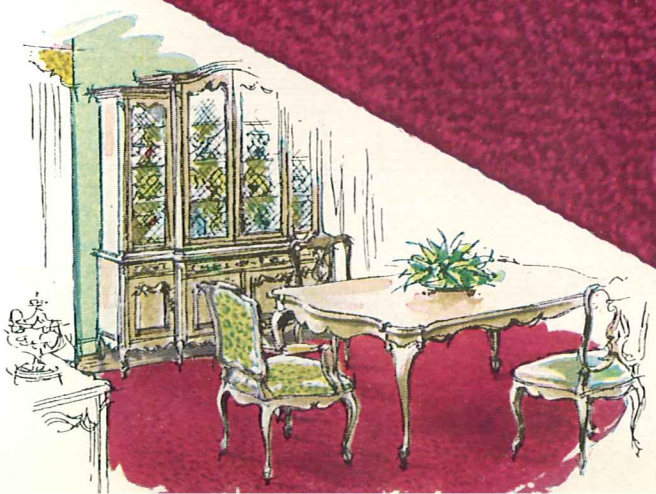
←SIZES, PRICES on opposite page, also on pages 4 & 5, Column A.

Number 7661A

Burgundy A Rich, Tweed Blend

THIS soft-toned Burgundy Red rug will bring warm beauty and deep-textured luxury to your home at small cost. Use it in living room, dining room, halls, stairs or bedrooms—any place where a rich, serviceable depth of color is desired. Your choice is sure to be admired. Closely intermingled tones of Ruby Red, Mulberry, Wine Red and Rose are used to achieve this lovely, practical twist weave effect.

←SIZES, PRICES on opposite page, also on pages 4 and 5, Column A.



The same deep nap and the same lovely pattern are woven on both sides for double luxury.



Number 74654B

Modern Broadloom Beauty at its Best

THE fashionable new shades of Rose have been combined with rose-tone Raisin shades to create this lovely, up-to-date, Leaf design.

This beautiful new rug will bring inspiration to any room—and will transform dull rooms into cheerful, inviting, up-to-date rooms. There is a feeling of luxury and refinement about this rich rug that will handsomely set off your furnishings.

See what a perfect background it makes for the varied color schemes in the two living rooms shown here.

Why not order this deep-textured Olson reversible broadloom rug now for your living room, dining room or bedroom? The valuable materials in your old carpets, rugs and clothing, and our low *Factory-to-You* prices now save you more money than ever.

More Sizes on Pages 4 & 5, Column B

SIZES	SEND	IF YOU FURNISH MATERIAL PAY ONLY	If WE Furnish All Material
27x42 in.	3 *lbs.*	$5.61	$7.11
30x54 in.	4 "	7.99	9.99
36x63 in.	7 "	11.18	14.68
4x6 ft.	10 *lbs.*	$16.85	$21.85
4x7 ft.	12 "	19.66	25.66
5x6 ft.	13 *lbs.*	$21.06	$27.56
5x7 ft.	15 "	24.58	32.08
5x8 ft.	17 "	28.05	36.55
6x7 ft.	18 *lbs.*	$29.49	$38.49
6x8 ft.	21 "	33.70	44.20
6x9 ft.	23 "	37.92	49.42
7x9 ft.	28 *lbs.*	$44.24	$58.24
7x10 ft.	30 "	49.15	64.15
8x8 ft.	28 *lbs.*	$44.94	$58.94
8x9 ft.	31 "	50.56	66.06
8x10 ft.	34 "	56.12	73.12
8x11 ft.	37 "	61.79	80.29
8x12 ft.	43 "	67.41	88.91
9x9 ft.	34 *lbs.*	$56.88	$73.88
9x10 ft.	39 "	63.20	82.70
9x11 ft.	42 "	69.52	90.52
9x12 ft.	46 "	74.83	97.83
9x13 ft.	50 "	82.11	107.11
9x14 ft.	54 "	88.48	115.48
9x15 ft.	57 "	94.81	123.31
9x16 ft.	62 "	101.12	132.12
9x17 ft.	65 "	107.44	139.94
9x18 ft.	69 "	113.77	148.27
9x19 ft.	74 "	120.08	157.08
10x10 ft.	43 *lbs.*	$70.22	$91.72
10x11 ft.	47 "	77.24	100.74
10x12 ft.	52 "	84.19	110.19
10x13 ft.	56 "	91.29	119.29
10x14 ft.	59 "	98.30	127.80
10x15 ft.	66 "	105.33	138.33
10x16 ft.	70 "	112.35	147.35
10x17 ft.	75 "	119.37	156.87
10x18 ft.	79 "	126.40	165.90
10x19 ft.	84 "	133.42	175.42
10x20 ft.	88 "	140.44	184.44
11x11 ft.	52 *lbs.*	$84.97	$110.97
11x12 ft.	56 "	92.70	120.70
11x13 ft.	61 "	100.41	130.91
11x14 ft.	66 "	108.14	141.14
11x15 ft.	70 "	115.86	150.86
11x16 ft.	76 "	123.58	161.58
11x17 ft.	81 "	131.31	171.81
11x18 ft.	86 "	139.04	182.04
11x19 ft.	90 "	146.75	191.75
12x12 ft.	62 *lbs.*	$101.12	$132.12
12x13 ft.	67 "	109.54	143.04
12x14 ft.	72 "	117.97	153.97
12x15 ft.	77 "	126.40	164.90
12x16 ft.	83 "	134.83	176.33
12x17 ft.	87 "	143.25	186.75
12x18 ft.	92 "	151.68	197.68
12x19 ft.	98 "	160.10	209.10
12x20 ft.	102 "	168.53	219.53
13x13 ft.	72 *lbs.*	$118.66	$154.66
13x14 ft.	77 "	127.81	166.31
13x15 ft.	83 "	136.93	178.43
13x16 ft.	88 "	146.06	190.06
13x17 ft.	94 "	155.19	202.19
13x18 ft.	99 "	164.32	213.82
14x14 ft.	85 *lbs.*	$137.62	$180.12
14x16 ft.	97 "	157.30	205.80
14x18 ft.	109 "	176.97	231.47
15x15 ft.	95 *lbs.*	$158.01	$205.51
15x17 ft.	108 "	179.06	233.06
15x18 ft.	114 "	189.60	246.60
16x16 ft.	110 *lbs.*	$179.76	$234.76
16x18 ft.	124 "	202.24	264.24
16x20 ft.	138 "	224.70	293.70

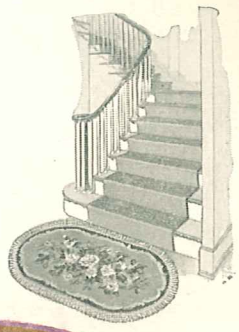
Ovals for Charm

THINK of the many places where you can use an oval rug: in bedrooms, at the foot of stairs, in front of davenport, easy chair or fireplace to protect your larger rugs. Wherever there is unusual wear, one of these appealing ovals will help to prolong the life of your larger rugs—and add a charming, decorative note. At these amazingly low prices we feel sure you will want to include several of these lovely two-sided oval rugs in your order.



Number 08662
GREY FLORAL

A new floral pattern on a soft Grey ground that will bring a charming decorative note to almost any setting. Woven reversible for double wear. Richly fringed.



Prices for Ovals are Shown Below

Number 02669
ROSE FLORAL

One of our newest patterns, created by richly blending colors on a lovely, pastel Rose. Reversible, fringed.

Number 05699 FLOWERED BEAUTY

The rich black background sets off the colors of this lovely design. Reversible, fringed.



OVALS are Ideal GIFTS for weddings, anniversaries, birthdays, etc.





Number 03683 EARLY AMERICAN

This colorful design, was taken from a lovely Early American hooked rug. Woven reversible and handsomely fringed.

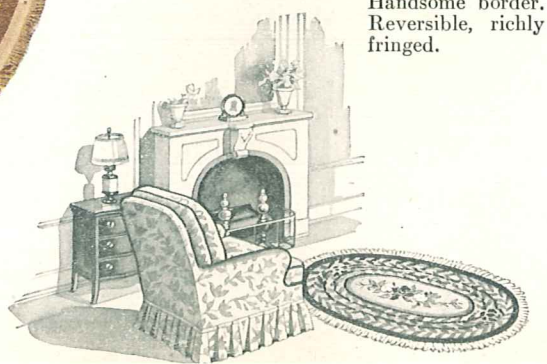


Number 09695 TAUPE FLORAL

An exquisite floral design set in a ground of popular Cinnamon Taupe. Will bring a touch of charm and graciousness to any room. Reversible. Handsomely fringed.

Number 04671 GREEN FLORAL

A lovely, colorful new design. The flowered center is set in a background of soft green. Handsome border. Reversible, richly fringed.

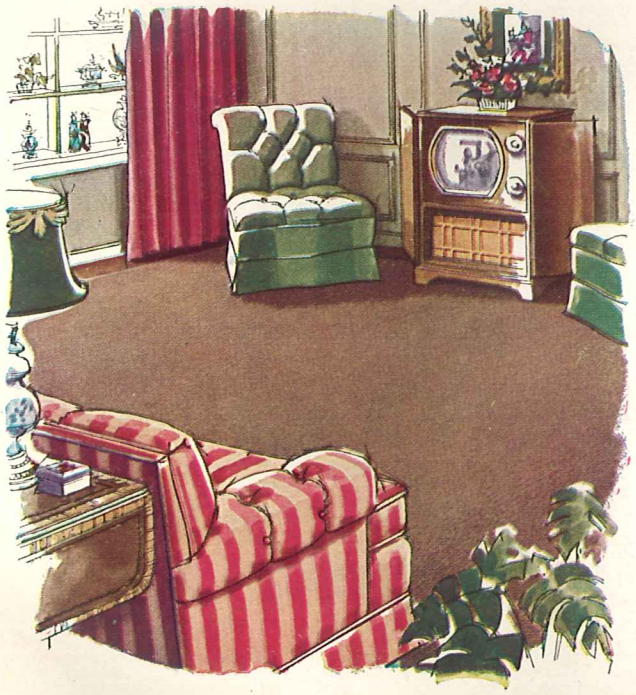


PRICE LIST FOR OVALS

SIZES	SEND	IF YOU FURNISH MATERIAL PAY ONLY	If WE Furnish All Material
30x45 in.	3 *lbs.*	$7.68	$9.18
34x57 in.	4 "	10.63	12.63
39x66 in.	7 "	13.72	17.22
4¼x7 ft.	13 "	24.73	31.23

Ovals made only in these sizes.
Above sizes include fringe.





Number 9161A

Cinnamon Taupe Lovely, Practical

You just know that the occupants of this attractive, restful room are people of good taste and refinement. How harmoniously the walls, drapes, furniture and rug have been brought together. No wonder leading decorators and women of taste are so enthusiastic in their endorsement of this rich, new color that will not show soil.

This popular color lends itself admirably to varied furniture and color schemes. But being a neutral color, it is most effective with colorful walls, drapes and furnishings.

Every Olson rug is woven Seamless and Reversible with the same deep-textured luxury on both sides.

More Sizes on Pages 4 & 5, Column A

SIZES	SEND	IF YOU FURNISH MATERIAL PAY ONLY	If WE Furnish All Material
27x42 in.	3 lbs.	$5.31	$6.81
30x54 in.	4 "	7.54	9.54
36x63 in.	7 "	10.64	14.14
4x6 ft.	10 lbs.	$16.04	$21.04
4x7 ft.	12 "	18.72	24.72
5x6 ft.	13 lbs.	$20.06	$26.56
5x7 ft.	15 "	23.39	30.89
5x8 ft.	17 "	26.74	35.24
6x7 ft.	18 lbs.	$28.03	$37.03
6x8 ft.	21 "	32.10	42.60
6x9 ft.	23 "	36.10	47.60
7x9 ft.	28 lbs.	$42.08	$56.08
7x10 ft.	30 "	46.80	61.80
8x8 ft.	28 lbs.	$42.79	$56.79
8x9 ft.	31 "	48.15	63.65
8x10 ft.	34 "	53.48	70.48
8x11 ft.	37 "	58.84	77.34
8x12 ft.	43 "	64.18	85.68
9x9 ft.	34 lbs.	$54.16	$71.16
9x10 ft.	39 "	60.18	79.68
9x11 ft.	42 "	64.75	85.75
9x12 ft.	46 "	69.45	92.45
9x13 ft.	50 "	76.31	101.31
9x14 ft.	54 "	84.25	111.25
9x15 ft.	57 "	90.27	118.77
9x16 ft.	62 "	96.29	127.29
9x17 ft.	65 "	102.31	134.81
9x18 ft.	69 "	108.32	142.82
9x19 ft.	74 "	114.34	151.34
10x10 ft.	43 lbs.	$66.86	$88.36
10x11 ft.	47 "	73.55	97.05
10x12 ft.	52 "	80.23	106.23
10x13 ft.	56 "	86.92	114.92
10x14 ft.	59 "	93.60	123.10
10x15 ft.	66 "	100.29	133.29
10x16 ft.	70 "	106.98	141.98
10x17 ft.	75 "	113.67	151.17
10x18 ft.	79 "	120.37	159.87
10x19 ft.	84 "	127.05	169.05
10x20 ft.	88 "	133.74	177.74
11x11 ft.	52 lbs.	$80.90	$106.90
11x12 ft.	56 "	88.26	116.26
11x13 ft.	61 "	95.61	126.11
11x14 ft.	66 "	102.98	135.98
11x15 ft.	70 "	110.33	145.33
11x16 ft.	76 "	117.68	155.68
11x17 ft.	81 "	125.03	165.53
11x18 ft.	86 "	132.40	175.40
11x19 ft.	90 "	139.75	184.75
12x12 ft.	62 lbs.	$96.29	$127.29
12x13 ft.	67 "	104.31	137.81
12x14 ft.	72 "	112.33	148.33
12x15 ft.	77 "	120.37	158.87
12x16 ft.	83 "	128.38	169.88
12x17 ft.	87 "	136.40	179.90
12x18 ft.	92 "	144.17	190.17
12x19 ft.	98 "	152.45	201.45
12x20 ft.	102 "	160.48	211.48
13x13 ft.	72 lbs.	$113.00	$149.00
13x14 ft.	77 "	121.69	160.19
13x15 ft.	83 "	130.39	171.89
13x16 ft.	88 "	139.08	183.08
13x17 ft.	94 "	147.78	194.78
13x18 ft.	99 "	156.47	205.97
14x14 ft.	85 lbs.	$131.05	$173.55
14x16 ft.	97 "	149.77	198.27
14x18 ft.	109 "	168.50	223.00
15x15 ft.	95 lbs.	$150.26	$197.76
15x17 ft.	108 "	170.51	224.51
15x18 ft.	114 "	180.54	237.54
16x16 ft.	110 lbs.	$171.18	$226.18
16x18 ft.	124 "	192.57	254.57
16x20 ft.	138 "	213.97	282.97

Number 3061A

New Beige Blend

A Soft, Rich Effect

SEVERAL shades of soft, rich Beige have been skillfully blended to form this unique and charming rug. Beige has always been an outstanding favorite of homemakers the world over because it forms the perfect background for so many different color schemes.

This harmonious blend will bring an abundance of warmth and character to your floor decoration and at the same time it will serve as a splendid neutral setting for your other furnishings.

Try this handsome new rug in your own home. Like all Olson Rugs, it will be woven Seamless and Reversible for double wear.

Why not send us your materials now? Our factory-to-you prices save half of your rug money.

←SIZES, PRICES on opposite page, also on pages 4 and 5, Column A.





Number 2561A

Wine Red

Beautiful, Serviceable

THIS is an age of color. Never before have homes been so colorful, so appealing. Hand in hand with the growing vogue for deep toned rugs has come an increased appreciation for reds.

As our contribution to this style trend, we offer the exquisite seamless, reversible, broadloom rug shown here. It is a rich blend of two deep shades of wine red combined to give a soft, warm glow of color that handsomely sets off other furnishings. We urge you to order one of these distinguished looking rugs for your living room, dining room, halls, stairs, any room. A rug that will stand a lot of wear without showing soil.

←SIZES, PRICES on opposite page, also on pages 4 and 5, Column A.



More Sizes on Pages 4 & 5, Column A

SIZES	SEND	IF YOU FURNISH MATERIAL PAY ONLY	If WE Furnish All Material
27x42 in.	3 lbs.	$5.31	$6.81
30x54 in.	4 "	7.54	9.54
36x63 in.	7 "	10.64	14.14
4x6 ft.	10 lbs.	$16.04	$21.04
4x7 ft.	12 "	18.72	24.72
5x6 ft.	13 lbs.	$20.06	$26.56
5x7 ft.	15 "	23.39	30.89
5x8 ft.	17 "	26.74	35.24
6x7 ft.	18 lbs.	$28.03	$37.03
6x8 ft.	21 "	32.10	42.60
6x9 ft.	23 "	36.10	47.60
7x9 ft.	28 lbs.	$42.08	$56.08
7x10 ft.	30 "	46.80	61.80
8x8 ft.	28 lbs.	$42.79	$56.79
8x9 ft.	31 "	48.15	63.65
8x10 ft.	34 "	53.48	70.48
8x11 ft.	37 "	58.84	77.34
8x12 ft.	43 "	64.18	85.68
9x9 ft.	34 lbs.	$54.16	$71.16
9x10 ft.	39 "	60.18	79.68
9x11 ft.	42 "	64.75	85.75
9x12 ft.	46 "	69.45	92.45
9x13 ft.	50 "	76.31	101.31
9x14 ft.	54 "	84.25	111.25
9x15 ft.	57 "	90.27	118.77
9x16 ft.	62 "	96.29	127.29
9x17 ft.	65 "	102.31	134.81
9x18 ft.	69 "	108.32	142.82
9x19 ft.	74 "	114.34	151.34
10x10 ft.	43 lbs.	$66.86	$88.36
10x11 ft.	47 "	73.55	97.05
10x12 ft.	52 "	80.23	106.23
10x13 ft.	56 "	86.92	114.92
10x14 ft.	59 "	93.60	123.10
10x15 ft.	66 "	100.29	133.29
10x16 ft.	70 "	106.98	141.98
10x17 ft.	75 "	113.67	151.17
10x18 ft.	79 "	120.37	159.87
10x19 ft.	84 "	127.05	169.05
10x20 ft.	88 "	133.74	177.74
11x11 ft.	52 lbs.	$80.90	$106.90
11x12 ft	56 "	88.26	116.26
11x13 ft.	61 "	95.61	126.11
11x14 ft.	66 "	102.98	135.98
11x15 ft.	70 "	110.33	145.33
11x16 ft.	76 "	117.68	155.68
11x17 ft.	81 "	125.03	165.53
11x18 ft.	86 "	132.40	175.40
11x19 ft.	90 "	139.75	184.75
12x12 ft.	62 lbs.	$96.29	$127.29
12x13 ft.	67 "	104.31	137.81
12x14 ft.	72 "	112.33	148.33
12x15 ft.	77 "	120.37	158.87
12x16 ft.	83 "	128.38	169.88
12x17 ft.	87 "	136.40	179.90
12x18 ft.	92 "	144.17	190.17
12x19 ft.	98 "	152.45	201.45
12x20 ft.	102 "	160.48	211.48
13x13 ft.	72 lbs.	$113.00	$149.00
13x14 ft.	77 "	121.69	160.19
13x15 ft.	83 "	130.39	171.89
13x16 ft.	88 "	139.08	183.08
13x17 ft.	94 "	147.78	194.78
13x18 ft.	99 "	156.47	205.97
14x14 ft.	85 lbs.	$131.05	$173.55
14x16 ft.	97 "	149.77	198.27
14x18 ft.	109 "	168.50	223.00
15x15 ft.	95 lbs.	$150.26	$197.76
15x17 ft.	108 "	170.51	224.51
15x18 ft.	114 "	180.54	237.54
16x16 ft.	110 lbs.	$171.18	$226.18
16x18 ft.	124 "	192.57	254.57
16x20 ft.	138 "	213.97	282.97

Number 7061A

Two-Tone Rose

Lovely, Practical

A CHARMING blend in exquisite shades of Rose. Because of its long-wearing, luxurious texture, and the modern, colorful decorating effects it makes possible, it has rapidly become a favorite—not only for bedrooms, but for other rooms as well.

Think of the many delightfully original and colorful effects you can achieve with this beautiful seamless Broadloom rug on your floor.

This fascinating, full-bodied, reversible Broadloom rug brings rich beauty and luxury at small cost. Why not send your materials and try it in your own home? We promise to please or refund your money.

Number 2661A

Rose Tone Raisin

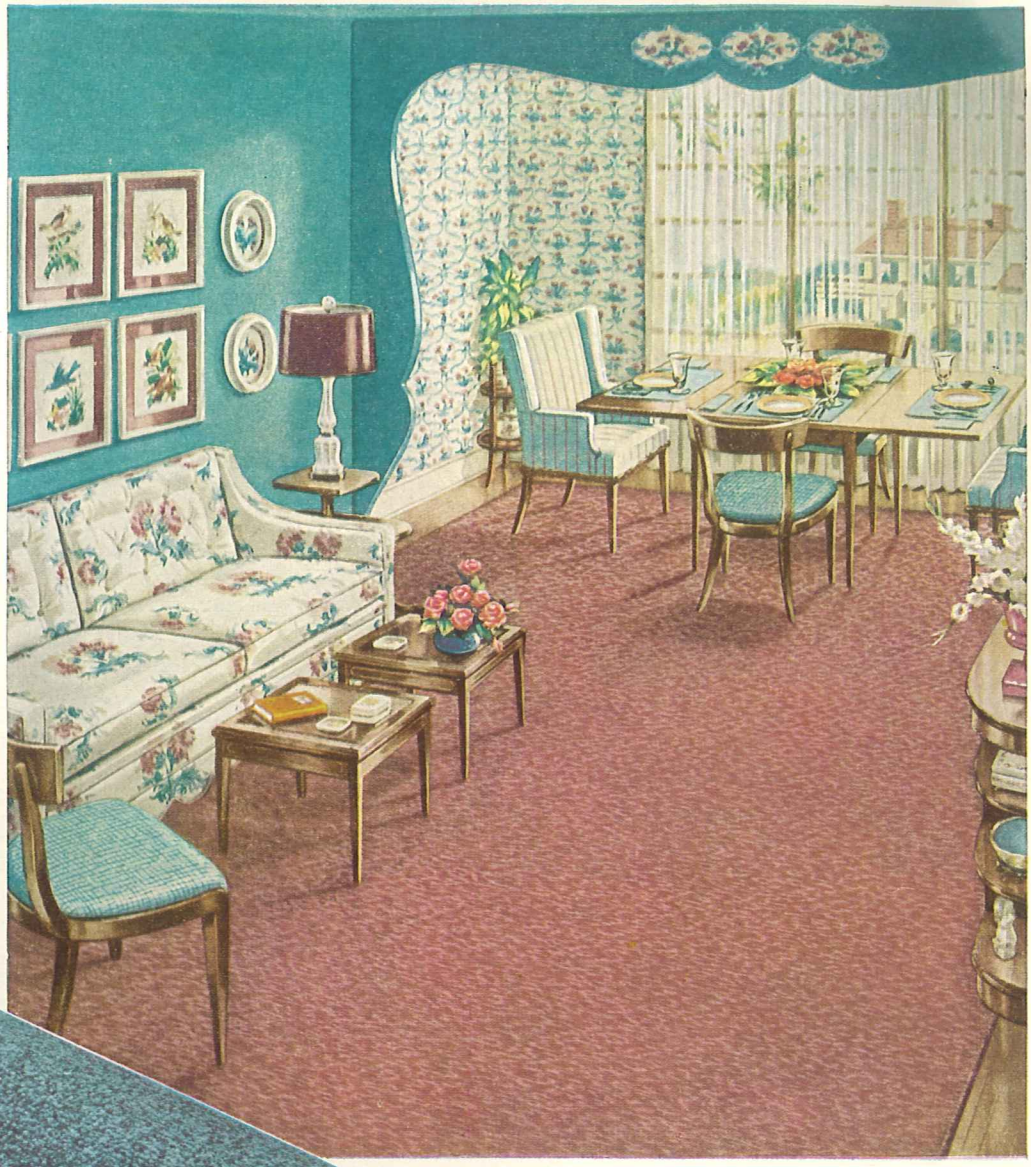
A Lovely, Rich Blend

WOULDN'T you just love to spread a luxurious, cushiony, reversible broadloom rug like this across your floors—a rug with interesting, texture-quality in this new rose toned raisin blend?

It has a depth of color—a certain richness that has made it unusually popular. A practical color blend that is "right" with any type of decorating. A rich background for other furnishings.

Give your home an added touch of character and distinction with this smart, full-bodied, firmly woven rug. Here is lasting rug beauty and luxury at a truly remarkable saving in money.

←SIZES, PRICES on opposite page, also on pages 4 and 5, Column A





Number 1361A

The New Greyed Blue

Charming! Practical!

BLUE is again one of the favorite decorating colors. Here is a lovely, soft blend in two beautiful shades of pastel blue. It will bring refreshing charm and graciousness to any room.

Try this exquisite new Olson Broadloom on your own floors. Your old materials save you up to ½. You take no risk because every Olson Rug is backed by our Guarantee.

Every Rug Woven Seamless and Reversible for Double Wear. "2 Rugs in 1"

←SIZES, PRICES on opposite page, also on pages 4 and 5, Column A

The same deep nap and the same lovely pattern are woven on both sides for double luxury.



More Sizes on Pages 4 & 5, Column B

SIZES	SEND	IF YOU FURNISH MATERIAL PAY ONLY	If WE Furnish All Material
27x42 in.	3 lbs.	$5.61	$7.11
30x54 in.	4 "	7.99	9.99
36x63 in.	7 "	11.18	14.68
4x6 ft.	10 lbs.	$16.85	$21.85
4x7 ft.	12 "	19.66	25.66
5x6 ft.	13 lbs.	$21.06	$27.56
5x7 ft.	15 "	24.58	32.08
5x8 ft.	17 "	28.05	36.55
6x7 ft.	18 lbs.	$29.49	$38.49
6x8 ft.	21 "	33.70	44.20
6x9 ft.	23 "	37.92	49.42
7x9 ft.	28 lbs.	$44.24	$58.24
7x10 ft.	30 "	49.15	64.15
8x8 ft.	28 lbs.	$44.94	$58.94
8x9 ft.	31 "	50.56	66.06
8x10 ft.	34 "	56.12	73.12
8x11 ft.	37 "	61.79	80.29
8x12 ft.	43 "	67.41	88.91
9x9 ft.	34 lbs.	$56.88	$73.88
9x10 ft.	39 "	63.20	82.70
9x11 ft.	42 "	69.52	90.52
9x12 ft.	46 "	74.83	97.83
9x13 ft.	50 "	82.11	107.11
9x14 ft.	54 "	88.48	115.48
9x15 ft.	57 "	94.81	123.31
9x16 ft.	62 "	101.12	132.12
9x17 ft.	65 "	107.44	139.94
9x18 ft.	69 "	113.77	148.27
9x19 ft.	74 "	120.08	157.08
10x10 ft.	43 lbs.	$70.22	$91.72
10x11 ft.	47 "	77.24	100.74
10x12 ft.	52 "	84.19	110.19
10x13 ft.	56 "	91.29	119.29
10x14 ft.	59 "	98.30	127.80
10x15 ft.	66 "	105.33	138.33
10x16 ft.	70 "	112.35	147.35
10x17 ft.	75 "	119.37	156.87
10x18 ft.	79 "	126.40	165.90
10x19 ft.	84 "	133.42	175.42
10x20 ft.	88 "	140.44	184.44
11x11 ft.	52 lbs.	$84.97	$110.97
11x12 ft.	56 "	92.70	120.70
11x13 ft.	61 "	100.41	130.91
11x14 ft.	66 "	108.14	141.14
11x15 ft.	70 "	115.86	150.86
11x16 ft.	76 "	123.58	161.58
11x17 ft.	81 "	131.31	171.81
11x18 ft.	86 "	139.04	182.04
11x19 ft.	90 "	146.75	191.75
12x12 ft.	62 lbs.	$101.12	$132.12
12x13 ft.	67 "	109.54	143.04
12x14 ft.	72 "	117.97	153.97
12x15 ft.	77 "	126.40	164.90
12x16 ft.	83 "	134.83	176.33
12x17 ft.	87 "	143.25	186.75
12x18 ft.	92 "	151.68	197.68
12x19 ft.	98 "	160.10	209.10
12x20 ft.	102 "	168.53	219.53
13x13 ft.	72 lbs.	$118.66	$154.66
13x14 ft.	77 "	127.81	166.31
13x15 ft.	83 "	136.93	178.43
13x16 ft.	88 "	146.06	190.06
13x17 ft.	94 "	155.19	202.19
13x18 ft.	99 "	164.32	213.82
14x14 ft.	85 lbs.	$137.62	$180.12
14x16 ft.	97 "	157.30	205.80
14x18 ft.	109 "	176.97	231.47
15x15 ft.	95 lbs.	$158.01	$205.51
15x17 ft.	108 "	179.06	233.06
15x18 ft.	114 "	189.60	246.60
16x16 ft.	110 lbs.	$179.76	$234.76
16x18 ft.	124 "	202.24	264.24
16x20 ft.	138 "	224.70	293.70

Number 88668B

Broadloom Beauty in Lovely Soft Greys

THIS BEAUTIFUL, new grey tone-on-tone Leaf design is one of the smart, new patterns shown in decorating magazines. You'll find it easy to live with. A rug you will not tire of. And, blending admirably with today's furnishings, it affords an almost endless variety of decorating possibilities.

Here is a rug that will bring exciting, up-to-date beauty to any room —and will magically transform old settings into cheerful new scenes.

There is a luxury and refinement about this rich rug that will handsomely set off your furnishings.

Since Grey is a neutral color, it requires colorful walls, drapes and furnishings to be most effective. Why not send your materials now to the Olson Factory and get finer Broadloom Rugs like this with the same deep, luxurious pile on both sides for double wear and luxury? You risk nothing by a trial.

LUXURIOUS Broadloom, woven Seamless and Reversible for Double Wear and Luxury.



Number 39649B

Lovely New Floral on Fashionable Cinnamon Taupe

THIS graceful, new, floral pattern will bring up-to-date charm, color and luxury to any room at a wonderful saving in money. It is hard to imagine a richer background for other furnishings.

Here is thick, deep-textured broadloom that is woven REVERSIBLE like all Olson Rugs, with the same charming pattern and the same deep pile on both sides to give double the wear and luxury.

Why not decide to send your old carpets, rugs and clothing to the Olson factory at our expense and order this lovely rug for your living room, dining room or bedroom. You risk nothing. We guarantee to please you or refund your money in full.

We weave any size rug or wall-to-wall carpeting up to 18 ft. wide seamless and any length.

←SIZES, PRICES on opposite page, also on pages 4 and 5, Column B.

NATION'S LEADING MAGAZINES

Stand Back of the Olson Guarantee

You Do Not Risk One Penny

We print here only a few of the many national Magazines in which we advertise Olson Rugs

GOOD HOUSEKEEPING

"This is Your Guaranty. Each product and service advertised in this issue of Good Housekeeping is guaranteed to this extent: *If not as advertised herein, it will, upon request and verification of your complaint, be replaced or your money refunded.*"

McCALL'S

"McCall's will not knowingly insert advertisements from other than reliable firms."

"BETTER HOMES AND GARDENS

. . . guarantees money back or satisfactory adjustment if you buy any article of merchandise that is not as advertised therein."

"PARENTS' MAGAZINE . . .

. . . conscientiously endeavors, through its Consumer Service Bureau, to apply high standards in passing on products to be advertised therein, and to open its pages only to useful products made by responsible manufacturers . . ."

WOMAN'S HOME COMPANION

"The appearance of an advertisement in Woman's Home Companion is a specific warranty of the product advertised and of the integrity of the house sponsoring the advertisement. Only those products which live up to the claims made for them can be advertised in these pages."

"SUCCESSFUL FARMING

. . . guarantees money back or satisfactory adjustment if you buy any article of merchandise that is not as advertised therein."

FARM JOURNAL

"FAIR PLAY: We believe that all the advertisements in this magazine are trustworthy."

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Olson Rugs have been advertised in Good Housekeeping for years. The above guarantee is double assurance of your satisfaction.

MERCHANDISE AS ADVERTISED IN HOUSE & GARDEN 1935 OF MERIT

RIGHT: *House & Garden's Seal awarded Olson Rugs for style, quality and value.*



Number 35615B

A Beautiful Rug in the Soft, New Cinnamon-Cocoa Shades

HERE is a handsome, appealing design in the new Spice Brown shades. A rug that will bring soft, rich, up-to-date beauty to any room —and will magically transform old settings into cheerful, new scenes.

A rug you will not tire of. You will find it easy to live with.

There is a luxury and refinement about these deep-textured, Seamless, Reversible Broadloom Rugs that will richly set off your furnishings.

Where else for so little money can you get rugs so lovely? Send us your materials and see for yourself.

We guarantee to delight you. You risk nothing by a trial.

More Sizes on Pages 4 & 5, Column B

IF YOU FURNISH MATERIAL — SIZES	SEND	PAY ONLY	If WE Furnish All Material
27x42 in.	3 lbs.	$5.61	$7.11
30x54 in.	4 "	7.99	9.99
36x63 in.	7 "	11.18	14.68
4x6 ft.	10 lbs.	$16.85	$21.85
4x7 ft.	12 "	19.66	25.66
5x6 ft.	13 lbs.	$21.06	$27.56
5x7 ft.	15 "	24.58	32.08
5x8 ft.	17 "	28.05	36.55
6x7 ft.	18 lbs.	$29.49	$38.49
6x8 ft.	21 "	33.70	44.20
6x9 ft.	23 "	37.92	49.42
7x9 ft.	28 lbs.	$44.24	$58.24
7x10 ft.	30 "	49.15	64.15
8x8 ft.	28 lbs.	$44.94	$58.94
8x9 ft.	31 "	50.56	66.06
8x10 ft.	34 "	56.12	73.12
8x11 ft.	37 "	61.79	80.29
8x12 ft.	43 "	67.41	88.91
9x9 ft.	34 lbs.	$56.88	$73.88
9x10 ft.	39 "	63.20	82.70
9x11 ft.	42 "	69.52	90.52
9x12 ft.	46 "	74.83	97.83
9x13 ft.	50 "	82.11	107.11
9x14 ft.	54 "	88.48	115.48
9x15 ft.	57 "	94.81	123.31
9x16 ft.	62 "	101.12	132.12
9x17 ft.	65 "	107.44	139.94
9x18 ft.	69 "	113.77	148.27
9x19 ft.	74 "	120.08	157.08
10x10 ft.	43 lbs.	$70.22	$91.72
10x11 ft.	47 "	77.24	100.74
10x12 ft.	52 "	84.19	110.19
10x13 ft.	56 "	91.29	119.29
10x14 ft.	59 "	98.30	127.80
10x15 ft.	66 "	105.33	138.33
10x16 ft.	70 "	112.35	147.35
10x17 ft.	75 "	119.37	156.87
10x18 ft.	79 "	126.40	165.90
10x19 ft.	84 "	133.42	175.42
10x20 ft.	88 "	140.44	184.44
11x11 ft.	52 lbs.	$84.97	$110.97
11x12 ft.	56 "	92.70	120.70
11x13 ft.	61 "	100.41	130.91
11x14 ft.	66 "	108.14	141.14
11x15 ft.	70 "	115.86	150.86
11x16 ft.	76 "	123.58	161.58
11x17 ft.	81 "	131.31	171.81
11x18 ft.	86 "	139.04	182.04
11x19 ft.	90 "	146.75	191.75
12x12 ft.	62 lbs.	$101.12	$132.12
12x13 ft.	67 "	109.54	143.04
12x14 ft.	72 "	117.97	153.97
12x15 ft.	77 "	126.40	164.90
12x16 ft.	83 "	134.83	176.33
12x17 ft.	87 "	143.25	186.75
12x18 ft.	92 "	151.68	197.68
12x19 ft.	98 "	160.10	209.10
12x20 ft.	102 "	168.53	219.53
13x13 ft.	72 lbs.	$118.66	$154.66
13x14 ft.	77 "	127.81	166.31
13x15 ft.	83 "	136.93	178.43
13x16 ft.	88 "	146.06	190.06
13x17 ft.	94 "	155.19	202.19
13x18 ft.	99 "	164.32	213.82
14x14 ft.	85 lbs.	$137.62	$180.12
14x16 ft.	97 "	157.30	205.80
14x18 ft.	109 "	176.97	231.47
15x15 ft.	95 lbs.	$158.01	$205.51
15x17 ft.	108 "	179.06	233.06
15x18 ft.	114 "	189.60	246.60
16x16 ft.	110 lbs.	$179.76	$234.76
16x18 ft.	124 "	202.24	264.24
16x20 ft.	138 "	224.70	293.70





Tree Bark—New High-Low Texture Effect

HERE, at a wonderful saving in money, is a smart new embossed tree bark effect that is sweeping the country. So rich in character—so informal and livable—and yet so aristocratic. This California inspired random weave effect has been achieved by the skillful use of three lovely closely related shades of grey in the top rug—three shades of green in center rug—and three shades of Nutria in the lower rug.

These rugs bring you all the beauty of a solid color with the richness of an embossed effect to give life, interest and character. Perfect with modern furnishings and the ideal way to bring that up-to-date look to your older furnishings. (Since grey is a neutral color, we recommend colorful walls and furnishings.)

Number 83693B Grey

Number 48618B Green

Number 33623B Nutria

←SIZES, PRICES on Opposite Page and on Pages 4 & 5, Column B





The same deep nap and the same lovely pattern are woven on both sides for double luxury.



Number 49689B

Modern Broadloom Beauty at its Best

FOUR LOVELY, soft shades of Green have been combined to bring you this beautiful, new tone-on-tone Leaf design. Here is a rug that will bring exciting, up-to-date beauty to any room—and will magically transform old settings into cheerful new room scenes.

There is a feeling of luxury and refinement about this rich rug that will handsomely set off your furnishings.

See what a perfect background it makes for the varied color schemes in the two living rooms shown here.

Why not order this deep-textured Olson reversible broadloom rug now for your living room, dining room or bedroom? The valuable materials in your old carpets, rugs and clothing, and our low Factory-to-You prices, now save you more money than ever.

More Sizes on Pages 4 & 5, Column B

IF YOU FURNISH MATERIAL SIZES	SEND	PAY ONLY	If WE Furnish All Material
27x42 in.	3 lbs.	$5.61	$7.11
30x54 in.	4 "	7.99	9.99
36x63 in.	7 "	11.18	14.68
4x6 ft.	10 lbs.	$16.85	$21.85
4x7 ft.	12 "	19.66	25.66
5x6 ft.	13 lbs.	$21.06	$27.56
5x7 ft.	15 "	24.58	32.08
5x8 ft.	17 "	28.05	36.55
6x7 ft.	18 lbs.	$29.49	$38.49
6x8 ft.	21 "	33.70	44.20
6x9 ft.	23 "	37.92	49.42
7x9 ft.	28 lbs.	$44.24	$58.24
7x10 ft.	30 "	49.15	64.15
8x8 ft.	28 lbs.	$44.94	$58.94
8x9 ft.	31 "	50.56	66.06
8x10 ft.	34 "	56.12	73.12
8x11 ft.	37 "	61.79	80.29
8x12 ft.	43 "	67.41	88.91
9x9 ft.	34 lbs.	$56.88	$73.88
9x10 ft.	39 "	63.20	82.70
9x11 ft.	42 "	69.52	90.52
9x12 ft.	46 "	74.83	97.83
9x13 ft.	50 "	82.11	107.11
9x14 ft.	54 "	88.48	115.48
9x15 ft.	57 "	94.81	123.31
9x16 ft.	62 "	101.12	132.12
9x17 ft.	65 "	107.44	139.94
9x18 ft.	69 "	113.77	148.27
9x19 ft.	74 "	120.08	157.08
10x10 ft.	43 lbs.	$70.22	$91.72
10x11 ft.	47 "	77.24	100.74
10x12 ft.	52 "	84.19	110.19
10x13 ft.	56 "	91.29	119.29
10x14 ft.	59 "	98.30	127.80
10x15 ft.	66 "	105.33	138.33
10x16 ft.	70 "	112.35	147.35
10x17 ft.	75 "	119.37	156.87
10x18 ft.	79 "	126.40	165.90
10x19 ft.	84 "	133.42	175.42
10x20 ft.	88 "	140.44	184.44
11x11 ft.	52 lbs.	$84.97	$110.97
11x12 ft.	56 "	92.70	120.70
11x13 ft.	61 "	100.41	130.91
11x14 ft.	66 "	108.14	141.14
11x15 ft.	70 "	115.86	150.86
11x16 ft.	76 "	123.58	161.58
11x17 ft.	81 "	131.31	171.81
11x18 ft.	86 "	139.04	182.04
11x19 ft.	90 "	146.75	191.75
12x12 ft.	62 lbs.	$101.12	$132.12
12x13 ft.	67 "	109.54	143.04
12x14 ft.	72 "	117.97	153.97
12x15 ft.	77 "	126.40	164.90
12x16 ft.	83 "	134.83	176.33
12x17 ft.	87 "	143.25	186.75
12x18 ft.	92 "	151.68	197.68
12x19 ft.	98 "	160.10	209.10
12x20 ft.	102 "	168.53	219.53
13x13 ft.	72 lbs.	$118.66	$154.66
13x14 ft.	77 "	127.81	166.31
13x15 ft.	83 "	136.93	178.43
13x16 ft.	88 "	146.06	190.06
13x17 ft.	94 "	155.19	202.19
13x18 ft.	99 "	164.32	213.82
14x14 ft.	85 lbs.	$137.62	$180.12
14x16 ft.	97 "	157.30	205.80
14x18 ft.	109 "	176.97	231.47
15x15 ft.	95 lbs.	$158.01	$205.51
15x17 ft.	108 "	179.06	233.06
15x18 ft.	114 "	189.60	246.60
16x16 ft.	110 lbs.	$179.76	$234.76
16x18 ft.	124 "	202.24	264.24
16x20 ft.	138 "	224.70	293.70



Samples (actual size) of wool rug yarn prepared by the Olson Special Process.

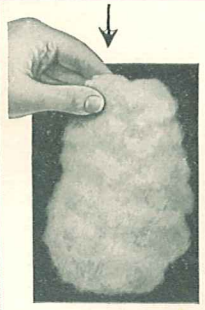
How the Valuable Materials in
OLD RUGS, CARPETS, CLOTHING

ARE CONVERTED INTO NEW, REVERSIBLE, BROADLOOM RUGS BY THE OLSON PROCESS

WOULDN'T you like to look behind the scenes of America's finest modern rug factory and see a few of the many wonders of scientific rug weaving that have thrilled our hundreds of thousands of visitors—including the Decorating Editors of practically every woman's magazine, Home Making experts from leading Radio stations, writers, textile engineers, club women, church societies, teachers, college students, etc.

I am sure that if I could conduct you in person from one end of this plant to the other, you would understand why it is possible for us to offer a new and finer type of rug direct from the Factory at savings up to ½.

You Could Spend Days Here inspecting literally acres of the most modern rug making machinery—shredding machines—carding, washing and scouring, sterilizing, pickering, bleaching machines—great steaming dye vats—row after row of looms up to 18 feet wide which for speed and efficiency have never been excelled.

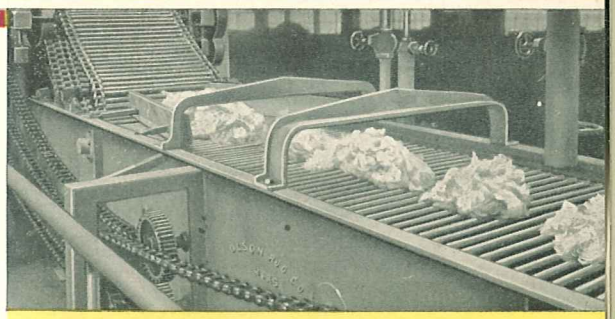


Soft, fluffy wool that has been reclaimed from old materials.

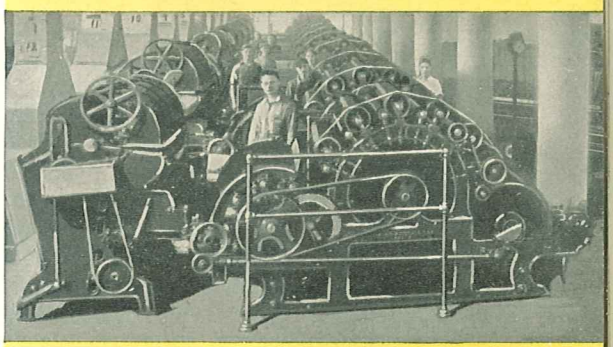
Our Process is a Natural One. For years, steel, iron, tin, glass and many other materials have been reclaimed. Everyone knows that many fine writing papers are made with discarded clothing. By the Scientific Olson Process we are able to reclaim the good seasoned wools and other materials that remain in all old rugs, carpets and clothing no matter how worn they appear.

This Is The Day of Specialists. I am sure you would marvel at the magnitude of this largest of modern rug plants with its hun-

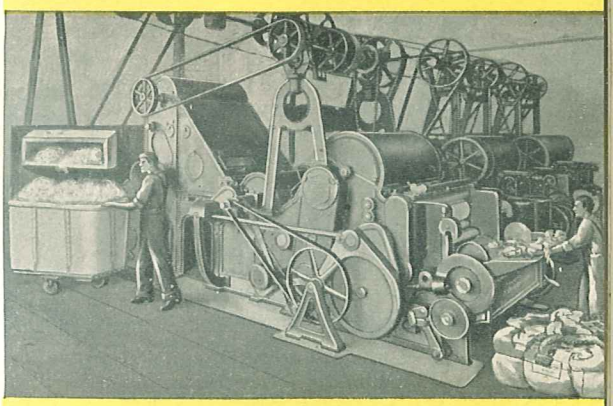




Continuous washing, scouring, sterilizing, bleaching and dyeing machine 75 feet long.

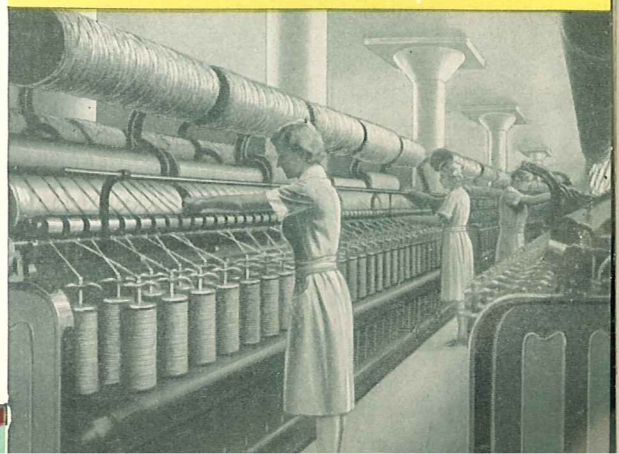


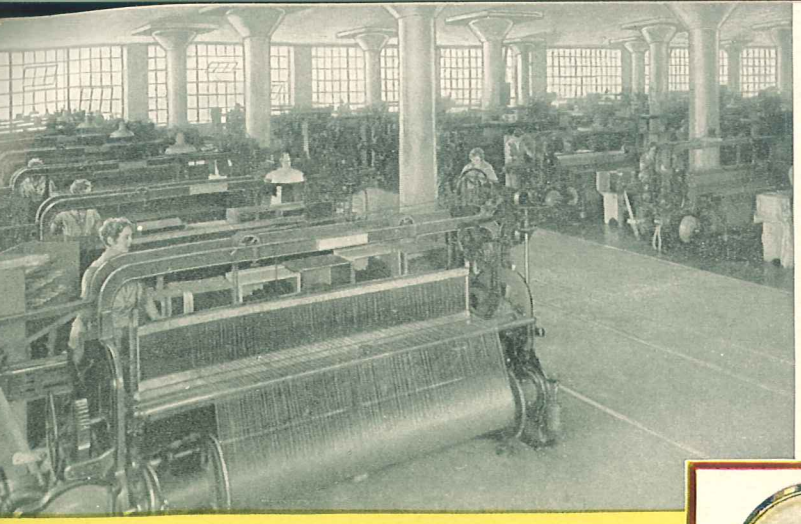
Great carding machines where the material is carded and combed into long, fluffy strands.



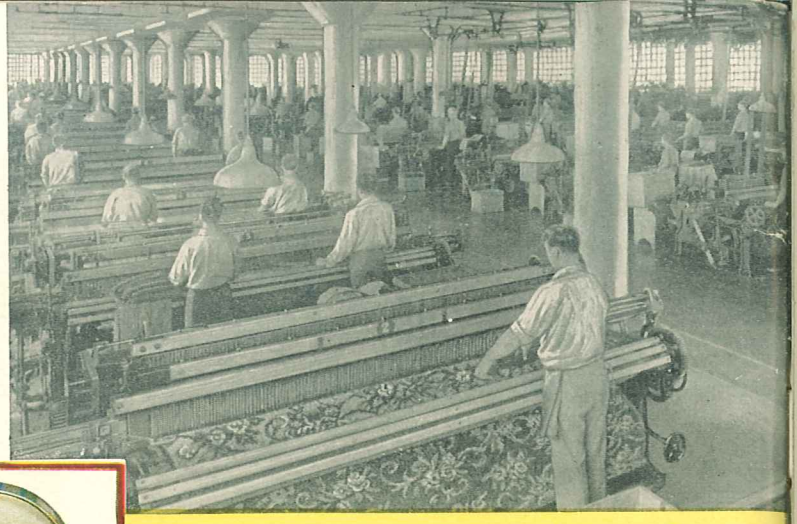
ABOVE: Here the old materials are cut and shredded—the good wools separated and prepared for carding.

BELOW: Spinning and twisting the yarn.





A few of the great looms that weave the beautiful, high-pile Olson Rugs shown in this catalogue. We have developed new methods of weaving which for speed and efficiency have never been excelled.

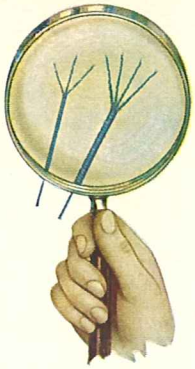


A section of one of our extensive weaving departments. Our new looms are the finest that human ingenuity can construct. Their speed and accuracy enable us to offer you finer rugs for less money.

dreds of expert weavers, dyers, chemists, skilled artisans, engineers and specialists of all sorts, most of whom have spent a lifetime perfecting their departments.

By the Famous Olson Process, we sort, merge and reclaim the good materials in all kinds of old carpets, rugs, clothing, blankets, draperies, etc. We thoroughly scour, sterilize, shred, picker, bleach, card and comb it into soft, fluffy, sanitary wool that looks and feels like costly new materials. This material is steamed and scientifically "treated" to give it fresh, new luster and resiliency; then combined with generous amounts of sturdy NEW WOOL and tightly spun, wound into skeins, expertly dyed with finest of dyes and woven on great power looms into luxurious, modern, seamless, reversible rugs as illustrated.

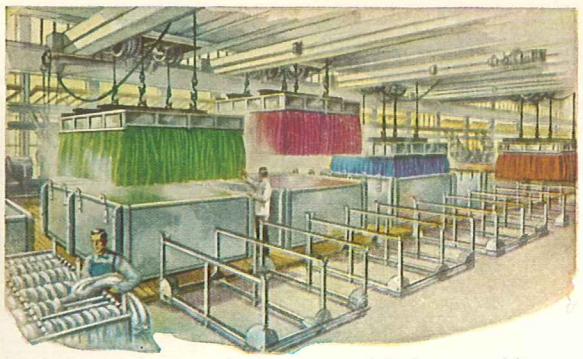
By our elaborate process of scouring, cleaning and boiling, every particle of dirt, all stains, etc. are removed. No germs could possibly survive this thorough sterilizing. The finished rug is immaculately clean, fresh and sanitary.



This illustration shows the 4-ply warp (4 strands) we use. Compare it with the 3-ply warp used in so many rugs.

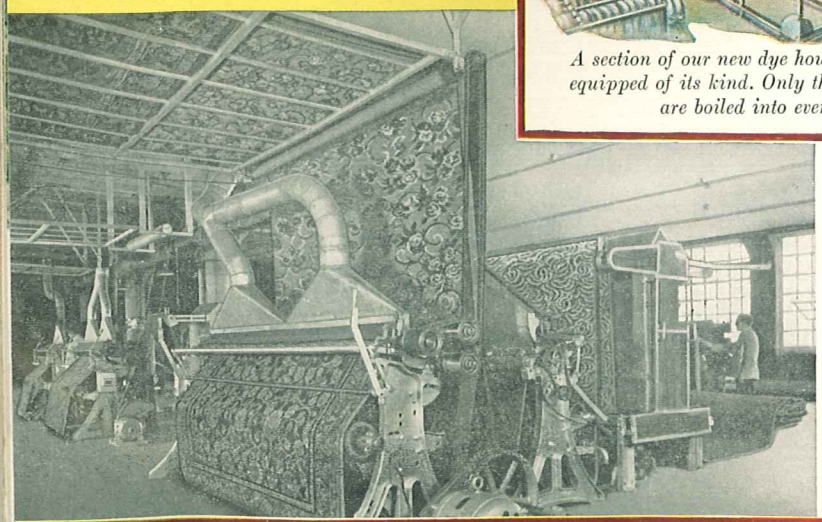
It Has Taken Us Over 80 Years of painstaking effort and constant improvement to make these finer Olson Rugs the excellent floor covering they are today.

Please Don't Confuse Olson Rugs with thin, ordinary, low priced store rugs or with any cheaply made imitations that are loosely woven of a combination of cotton, jute, rayon and little wool in the surface, with filler cords made of twisted paper—rugs that weigh only from 30 to 35 pounds for the 9x12 ft. size. Remember, Olson Rugs are heavier, deeper-textured, REVERSIBLE RUGS (a 9x12 ft. seamless Olson Rug weighs about 46 pounds—or *50 percent* more). Olson Rugs are *never* sold in stores or thru agents—only direct from the Olson Factory.



A section of our new dye house, one of the largest and best equipped of its kind. Only the finest dyes are used, which are boiled into every particle of yarn.

BELOW—A view of some of our large steaming and shearing machines through which all Olson Rugs must pass so that the nap on both sides is luxuriously soft and smooth.



A small section of our spinning division showing some of the immense machines 125 feet long, that spin the wool into firmly twisted, high-grade rug yarn used in Olson Rugs.



OLSON RUG CO. is *Awarded* FIRST HONORS

for Pioneering the Beautification of Industrial Property



Walter E. Olson, president of the Olson Rug Company (left), receiving the first Industrial "Good Neighbor" Citation from Thomas H. Coulter (right), chief executive officer of the Chicago Association of Commerce and Industry. Richard J. Daley, Mayor of Chicago, happily approves of this distinguished honor to the Olson Rug Company.

Reprint of Editorial in the CHICAGO DAILY NEWS

IN RECENT years, a good many industrial plants have been built of pleasing design in park-like surroundings.

One of the pioneers in this kind of development was a venerable Chicago firm, the Olson Rug Co. at Pulaski and Diversey. At one end of the building is a beautiful park. Since 1928, the company has been developing in this area an extensive rock garden and a beautiful waterfall that are the pride of the neighborhood. On weekends many thousands of citizens enjoy it.

Yesterday the Association of Commerce and Industry presented to Walter Olson, president of the company, an award honoring it for its pioneering efforts in the beautification of industrial property. The occasion was a meeting of the Citizens Committee for a Cleaner Chicago.

We are glad to see this company recognized for its contribution to a beautiful Chicago. Its example has been a fine influence on other factories over the years and will continue to be so. An award to an "industrial good neighbor" will be made every year from now on.

BIRTHSTONES

JANUARY	GARNET
FEBRUARY	AMETHYST
MARCH	BLOODSTONE
APRIL	DIAMOND
MAY	EMERALD
JUNE	PEARL
JULY	RUBY
AUGUST	SARDONYX
SEPTEMBER	SAPPHIRE
OCTOBER	OPAL
NOVEMBER	TOPAZ
DECEMBER	TURQUOISE

WEDDING ANNIVERSARIES

FIRST	PAPER
SECOND	COTTON
THIRD	LEATHER
FOURTH	FRUITS and FLOWERS
FIFTH	WOODEN
SIXTH	SUGAR and CANDY
SEVENTH	WOOLEN or COPPER
EIGHTH	BRONZE or POTTERY
NINTH	POTTERY or WILLOW
TENTH	TIN
ELEVENTH	STEEL
TWELFTH	SILK and LINEN
THIRTEENTH	LACE
FOURTEENTH	IVORY
FIFTEENTH	CRYSTAL
TWENTIETH	CHINA
TWENTY-FIFTH	SILVER
THIRTIETH	PEARL
THIRTY-FIFTH	CORAL
FORTIETH	RUBY
FORTY-FIFTH	SAPPHIRE
FIFTIETH	GOLDEN
FIFTY-FIFTH	EMERALD
SIXTIETH—SEVENTY-FIFTH	DIAMOND

FLOWERS

JANUARY	CARNATION
FEBRUARY	VIOLET
MARCH	JONQUIL
APRIL	SWEET PEA
MAY	LILY OF THE VALLEY
JUNE	ROSE
JULY	LARKSPUR
AUGUST	GLADIOLUS
SEPTEMBER	ASTER
OCTOBER	CALENDULA
NOVEMBER	CHRYSANTHEMUM
DECEMBER	NARCISSUS



The beautiful Waterfalls and Rock Gardens in Olson Park surrounding the Olson Rug Factory, Chicago

1957

JANUARY

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FEBRUARY

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AUGUST

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OCTOBER

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NOVEMBER

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DECEMBER

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OLSON RUG CO. *Beautiful New Rugs From Old* Chicago 41, Ill.

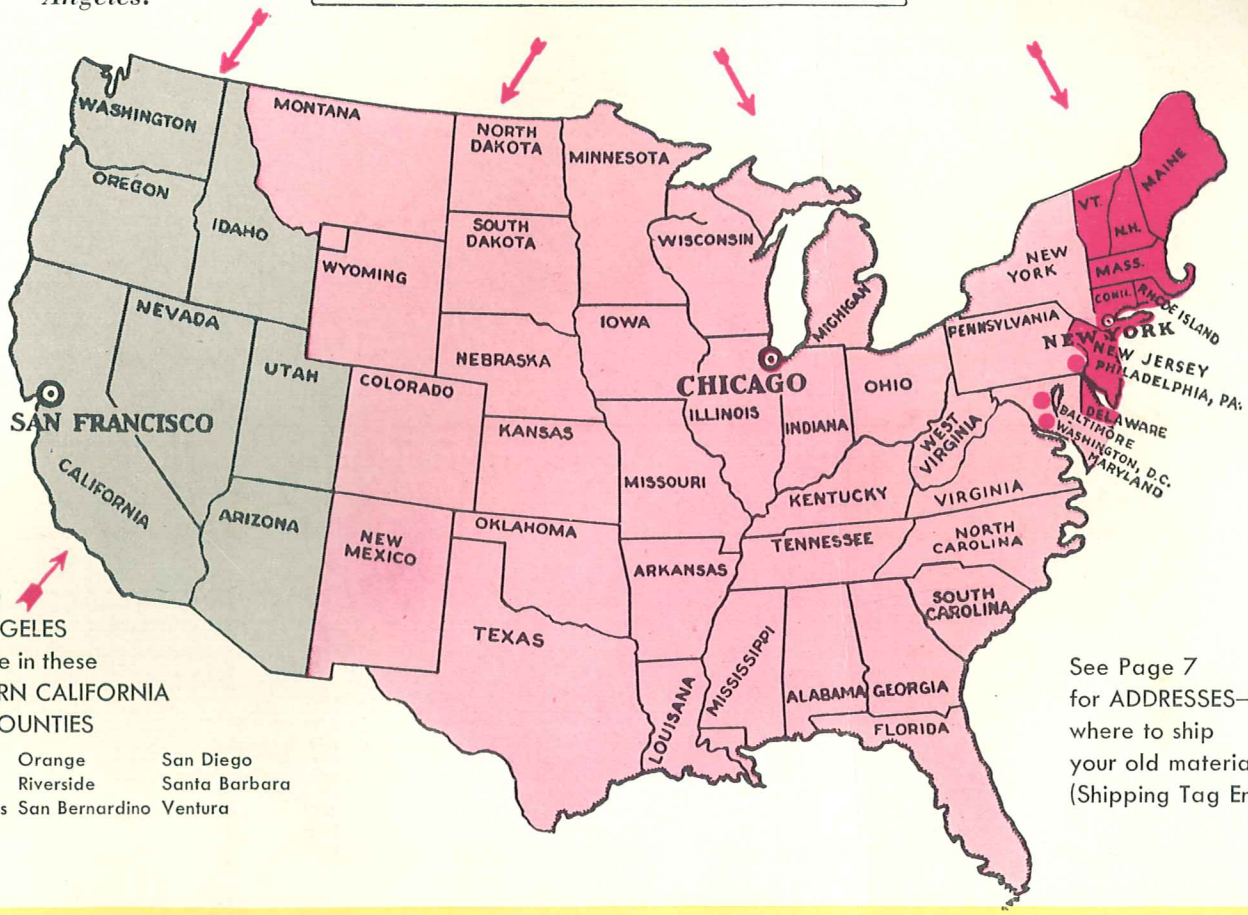
NO MATTER WHERE YOU LIVE

We Guarantee to Save You Money on Your Carpets and Rugs

SHIP TO SAN FRANCISCO
if you live in Grey shaded states. If you live in Southern California, ship to Los Angeles.

SHIP to CHICAGO, if you live in any state shown in pink. Your material will reach us in 2 to 5 days.

SHIP TO NEW YORK
if you live in states shown in Red, or in Philadelphia, Baltimore or Washington, D. C.



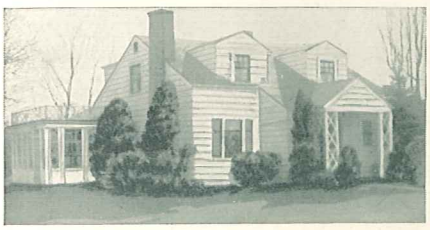
SHIP TO LOS ANGELES if you live in these SOUTHERN CALIFORNIA COUNTIES

Imperial	Orange	San Diego
Kern	Riverside	Santa Barbara
Los Angeles	San Bernardino	Ventura

See Page 7 for ADDRESSES—where to ship your old material. (Shipping Tag Enclosed)

Typical Unsolicited Letters from Olson Customers

"I Am Delighted With My Rugs"



". . . My Colonial (rug) is perfect with maple furniture and glazed chintz—and so soft to walk on. My rose rug, too, is perfect with mahogany."—*Mrs. J.S., Marine City, Mich.*

"They Are Beautiful"

". . . My family and I are delighted with our rugs. They are beautiful, to say the least. About 35 years ago I had several Olson Rugs, some of which were sent in my bundle to you. That tells the life of an Olson Rug . . ."

—*Mrs. H.H.G., Lincoln, Nebr.*

"Exceeded My Expectations"

". . . It is a beautiful color . . . heavy texture and looks expensive, far better than I could buy in any store for what it cost me. It certainly exceeded my expectations . . ."

—*Mrs. E.A., Azusa, California*



"Exactly As Pictured in Catalog"

". . . We ordered our first Olson Rug a year ago and it is still like new . . . the colors are exactly as pictured in your catalog. We like our rug very much."—*Mrs. R.N.H., Kokomo, Ind.*



"..After 10 years of very, very hard service, the two rugs I have of yours still won't wear out. I have two big playful dogs who certainly deal out punishment to floor coverings, and I am astonished at the way your rugs hold up."

—*Mrs. B.F.K., Oklahoma City, Okla.*

"Proud of My Rug"

"I'm pretty proud of my rug because it . . . looks as good as the day I bought it . . ."

—*Mrs. D.A., Riverside, R.I.*

". . . Our Olson Reversible Rug doesn't show footprints . . . there aren't any rugs as good as Olson Rugs." *Mrs. R. G., Monroe, Wisconsin.*

No Other Rugs Offer You So Much For So Little!...



Here are Seventeen Reasons Why!

1 **You Furnish Materials** thus saving a large part of the cost of your rugs.

2 **You Deal Direct With the Factory** which means YOU eliminate wholesalers, jobbers and retailers profits, expenses, rents, salaries, etc.—a big saving.

3 **You Order by Mail** direct from the Factory, the most economical method of buying ever devised.

4 **Two Rugs in One.** When one side is worn you have another fresh, new, deep-nap surface on the other side with colors and patterns undimmed by use.

5 **Twice As Soft Underfoot**—thrilling luxury.

6 **You Can Turn Olson Rugs 4 Ways** to distribute the wear. One-sided rugs can be turned around only once.

7 **No Pads Are Needed** under Reversible Olson Rugs —another big saving.

8 **They Are Closely, Firmly Woven** with plenty of body to make them lay smooth. An Olson Rug is easy to clean.

9 **33 to 50 per cent More Materials** in Olson Rugs than in most inexpensive one-sided store rugs of the same price. As easy to handle as a fine Wilton.

10 **Woven Seamless** in one piece up to 18 feet wide, and any length. No seams to wear threadbare.

11 **Richer Textured Weave** that resists footmarks. Only in the expensive broadloom weaves will you find so much richness of texture and character.

12 **Best Grade Dyes** are used in all Olson Rugs to insure beauty through the years.

13 **Yarns Are Double Twisted** by our special Olson Process to insure a surface that will withstand many more years of wear—almost twice as long as ordinary, thin, one-sided rugs.

14 **Complete Selection of the Latest Colors, Patterns, Effects.** Many exclusive colors, patterns and blends.

15 **Only Olson Rug Co.** have looms that weave these 19 widths without seams: 18 feet, 17, 16, 15, 14, 13, 12, 11, 10, 9, 8, 7, 6, 5, 4, 3, 30 ins., 27 ins., 22 ins.—and all these widths in any length you want—and without the wasted yardage others charge for because they must cut all sizes from 9, 12 or 15 foot rolls.

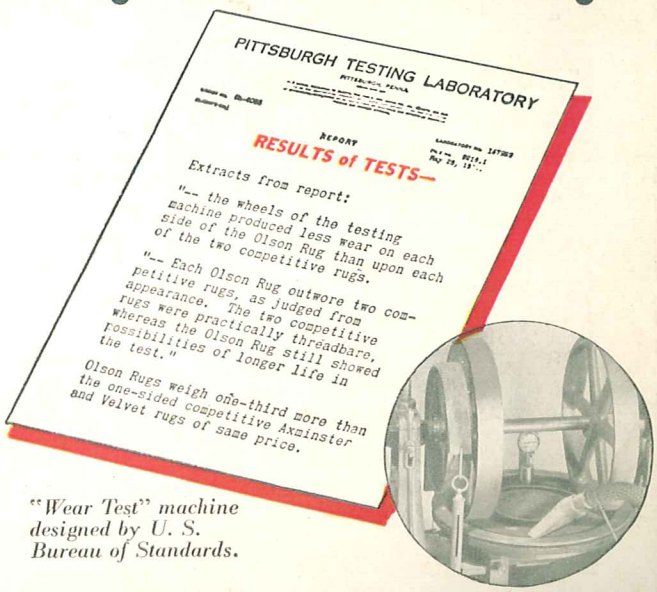
16 **Satisfaction Guaranteed** or money back. (*Center page.*) You risk nothing by a trial. Over 3 million customers.

17 **Four-Fifths of a Century of Experience** as rug manufacturers. An organization of "rug specialists."

Here's Proof that OLSON Reversible Rugs Last Twice as Long



The Pittsburgh Testing Laboratory, outstanding engineers and chemists for nearly sixty years, made these tests on a government type testing machine designed by U. S. Bureau of Standards at Washington. They chose two 9 x 12 ft. Olson Rugs about to be shipped to customers and compared them with two 9 x 12 ft. rugs bought by mail from other sources and selected because they resembled in color and pattern and were identical in price to the Olson Rugs.


PITTSBURGH TESTING LABORATORY

REPORT

RESULTS of TESTS—

Extracts from report:

"— the wheels of the testing machine produced less wear on each side of the Olson Rug than upon each of the two competitive rugs.

"— Each Olson Rug outwore two competitive rugs, as judged from appearance. The two competitive rugs were practically threadbare, whereas the Olson Rug still showed possibilities of longer life in the test."

Olson Rugs weigh one-third more than the one-sided competitive Axminster and Velvet rugs of same price.

"Wear Test" machine designed by U. S. Bureau of Standards.

OLSON RUG CO. New York · CHICAGO · San Francisco